

SEE & HEAR

Annual

Fall Inventory of

NEW

AUDIO-VISUAL

MATERIALS



1952 Edition

ANNUAL FALL INVENTORY OF MATERIALS

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New EBFilms Catalog Supplement
Lists 122 Additional Releases

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EBF Filmstrips contain only basic curriculum material—chosen after exhaustive, continuing research, organized by EBFilms' professional staff of educators. Leading subject matter specialists collaborate closely on the production of every EBF Filmstrip . . . assuring teaching tools that are authentic, accurate, absorbing.

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Every school, every teacher, every student can benefit from this valuable collection of American folks songs, English poets, speech improvement stories, tuneful tales, and dance rhythms. These records are typical of EBFilms' desire to promote new teaching materials for the classroom.

Encyclopaedia Britannica Films Inc.
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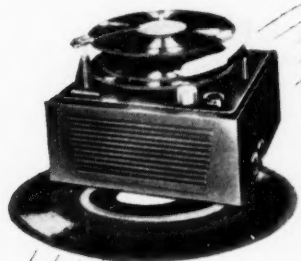
Gentlemen: Please send me, free of charge, the new '52-'53 Catalog Supplement, listing 122 new releases of Encyclopaedia Britannica Films.

In case you do not have the 1951-52 regular catalog please check here

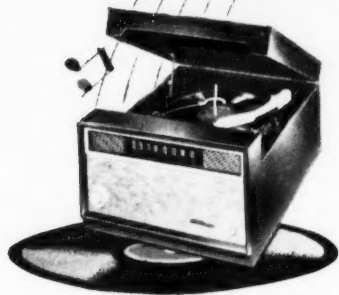
Name _____ Title _____
School _____
City _____ Zone _____ State _____

New "VICTROLA" School Phonographs PLAY ALL SPEEDS *EASIER*

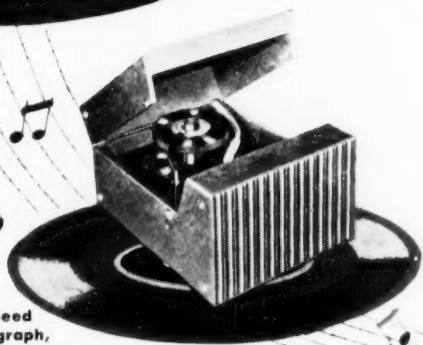
"Victrola" all-speed Phonograph, Model 2E53. A compact table model with its own "Golden Throat" tone system. Automatic record changing. An excellent model for the classroom.



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Tinks, g. *Only RCA Victor makes the "Victrola" Phonograph

the center

is the secret!



How it works

An ingeniously designed "SLIP ON" SPINDLE now makes it possible to play both large and small hole records with equal ease. Merely place the "slip-on" spindle over the permanent spindle—press—it's locked in place to play up to fourteen of the 7-inch "45" records automatically, or single records manually. Remove spindle to play standard 78, or flip lever to play 33 $\frac{1}{3}$ rpm records.

Special advantages to schools

With RCA Victor's new "Victrola" phonographs, schools can now enjoy all the many advantages of the "45" system—as well as new playing ease and high quality reproduction of 78 and 33 $\frac{1}{3}$ rpm records. Existing 78 rpm records can still be utilized, while new record purchases are made of the superior 45 and 33 $\frac{1}{3}$ rpm records. This conversion to new speeds is accomplished economically and without obsoleting 78 rpm record libraries.

Your local RCA Victor dealer will be pleased to demonstrate the new "Victrola" phonographs and radio-phonograph combinations. Send coupon below for literature describing the complete new RCA Victor line of "Victrola" phonographs.

MAIL COUPON NOW FOR FREE BROCHURE

EDUCATIONAL SERVICES

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.



EDUCATIONAL SERVICES, Dept. 1121
Radio Corporation of America, Camden, N. J.

Please send me descriptive literature on the
RCA Victor line of new "Victrola" Phonographs.

Name _____

School _____

Street _____

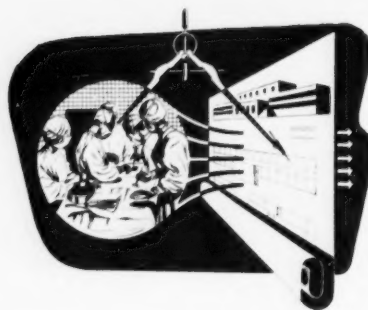
City _____

SIGHT AND SOUND

★ The untimely death of David A. Smart, publisher of *ESQUIRE* and *CORONET* and founder of Coronet Films in this field, brought deep regret to many who knew this dynamic personality. Only 60, Mr. Smart's passing came at the height of his strenuous career. Although not personally active in the film subsidiary, he gave it his full support and was greatly interested in the progress of the entire field.

♦ J. Margaret Carter, well-known as the National Film Board of Canada's midwestern representative and for her many other activities in the audio-visual field, has joined the Film Council of America where she will direct film evaluation programs and other key activities.

♦ The British Information Services has announced the appointment of Charles H. Dand as director of its Films and Publications Division in the U. S. where he replaces Mrs. Katherine Noel Parker, who has been reassigned by the Foreign Office in



See & Hear

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London. Mr. Dand has been in the British Film Industry since the 1930's. In 1949 he became Chief Distribution Officer of the Films Division in London.

♦ We've been opposing the "boom" psychology being used to sell educational television to U. S. legislatures and local boards of education. A challenging editorial on this subject appears on page 7 and in case you think we're being unkind to our enthusiastic friends . . . know that classroom telecasting is already in the works at Iowa State where WOIT-TV has announced a regular morning schedule of programs for schools in its viewing area. Now that implies the purchase of expensive TV receivers by these schools and that's what we've been talking about.

If you have anything to say on the subject we most cordially invite your opinion, pro or con.

♦ Most of this issue is devoted to a first large installment of our Annual Fall Inventory of New Materials. This will be supplemented next month in case we overlooked your favorite new subject. —OHC



SVE School Master

**LOWEST-PRICED
300-Watt, Blower Cooled
Dual Purpose Projector
in the World!**

No other Projector has all these School Master Features:

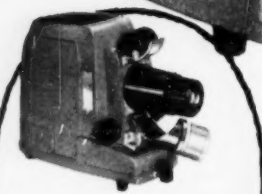
- Uni-way Threading • Fingertip Framing • Filmstrips to Slides in 7 Seconds
- Blower Cooling System • No Parts to Attach or Remove • Protecto-Film Channel

ALL THESE . . . PLUS OTHER ADVANTAGES

. . . AT A COST OF LESS THAN \$70.00!

Most important is the School Master's outstanding performance. Self-contained,

single-unit condenser system provides brilliant, uniform light distribution. Coated optics; f/3.5 anastigmat color corrected lens.



Greatest projector accessory is the Automatic Film Rewind Take Up. Exclusive with SVE equipment.



School Master

SOCIETY FOR VISUAL EDUCATION, INC.

Created by SVE . . . makers of internationally famous Instructor and Skyline projectors.

Dept. AV 3

A Business Corporation
1345 Diversey Parkway, Chicago 14

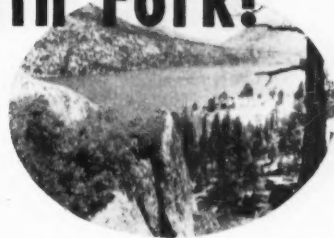
They can't afford projector trouble at North Fork!



Mr. J. A. Thomason (l.) and Mr. Norman Gould with the Kodascope Pageant Sound Projector used in North Fork (Calif.) Union Elementary School.



Over 250 students attend this school and one third of the group is comprised of Mono Indians. Many students have been trained as projectionists.



Because of its remote location, the school district at North Fork, California, can't risk a sound projector breakdown. The district covers a half million acres in the Sierra Nevada Mountains and, although Fresno is only 45 miles away, many of these miles are vertical.

To the people of North Fork, sound movies mean a lot more than an Audio-Visual teaching aid. They are a source of community education and entertainment. They are used by the Boy Scouts, Brownies, 4H Club, and other community groups.

Mr. J. A. Thomason, the District Superintendent and Principal, and his Audio-Visual Director, Mr. Norman Gould, chose a KODASCOPE PAGEANT SOUND PROJECTOR for these reasons:

1. The Pageant is portable, easily taken from place to place.
2. The Pageant is sturdy, withstands heavy use.
3. The Pageant is easy to operate *and requires no lubrication.*
4. The optical system always projects a sharp, clear picture—corner to corner.
5. The sound system provides faithful reproduction from all types of sound film.
6. The Pageant is priced to fit the most modest school budget.

And how did North Fork's Pageant measure up? *After more than 18 months of almost constant use, its PAGEANT SOUND PROJECTOR has never lost an hour from mechanical, electronic, or optical breakdown!* In your school, as at North Fork, the Pageant will prove a useful and dependable teaching aid.

The Pageant and speaker, in a single, portable case, weigh only 33 lbs. . . . list at \$400. In a two-case, 4-speaker unit, \$492.50. Why not let you. Kodak Audio-Visual Dealer demonstrate the Pageant for you—or write us for new free booklet.

Prices subject to change without notice.

MOTION PICTURES

...teach, train,
entertain

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me your booklet on the Kodascope Pageant Sound Projector.

NAME _____

STREET _____

CITY _____

ZONE _____

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Kodak
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THE TROUPER

A PORTABLE HIGH INTENSITY ARC SPOTLAMP AVAILABLE WITH SLIDE PROJECTOR ATTACHMENT

Ideal for projecting song slides and for visual education and training subjects.

Projects a clean, sharp, clearly defined picture, even on largest screens, with motion picture brilliancy attained on screens up to 22 feet wide.

Projects an intense, quiet, flickerless spot with a sharp edge from head spot to flood. Fast operating 6-slide color boomerang.

Plugs into any 110-volt outlet. No heavy rotating equipment necessary. Adjustable, self-regulating transformer is an integral part of the base. Automatic arc control. Trim of carbons burns 80 minutes.

Write for free literature and prices.

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Index of Training Films

Available at \$2.00 Each

♦ The most complete listing of vocational training motion pictures and filmstrips is provided in **THE INDEX OF TRAINING FILMS**. Subjects ranging from Aviation to Welding are concisely listed, together with principal sources.

Many of these are free-loan films available for shop classes, adult education programs and other areas of the curriculum. Write today for your copy, sent postpaid if check or money order for \$2.00 accompanies request. Order from:

Index of Training Films

7064 Sheridan Road

Chicago 26, Ill.

SEE & HEAR

Camera

Chester H. Lindstrom Retires

♦ After 42½ years of service in the motion picture field, Chester H. Lindstrom has retired as Chief of the Motion Picture Service, Office of Information, U. S. Department of Agriculture. Mr. Lindstrom's retirement was effective at the end of August.

YAF Announces Executive Promotions

♦ Young America Films, Inc., announced recently that James R. Brewster, director of production, has been promoted to vice president for production, and William J. Frazer, office manager and accountant, has been named assistant treasurer of the company. Mr. Brewster has been with Young America since 1946, and Mr. Frazer joined the company in 1951.

Other YAF officers re-elected at the annual board of directors meeting were Stuart Scheftel, president; Alfred G. Vanderbilt, chairman of the board; Godfrey Elliott, executive vice president; T. C. Morehouse Jr., vice president for sales; and Alfred G. Burger, treasurer.

Owen H. Johnson Appointed Minnesota Manager by EB Films

♦ New Minnesota manager for Encyclopaedia Britannica Films, Inc., is Owen H. Johnson, former assistant secretary of the American Medical Association's committee on medical films.

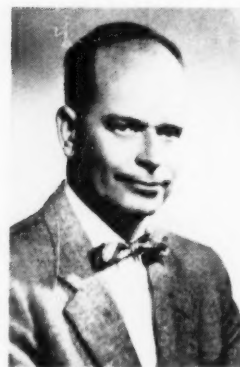
Mr. Johnson's territory will cover all of Minnesota. He will be responsible for distribution and servicing of all EB Films to schools and industry in that state.

★

21 states were represented by educators enrolled in Northwestern University's graduate audio-visual course this past summer... they are shown at farewell breakfast with C. R. Crakes, instructor, Educational Director, DeVry Corporation.



COORDINATES LOCAL FILM COUNCILS



DAVID E. STROM

David E. Strom to Coordinate Local Film Councils for FCA

♦ David E. Strom has been appointed assistant director in charge of inter-organization cooperation for the Film Council of America. Formerly eastern representative of the sponsored film division, Ideal Pictures and utilization specialist and sales manager for McGraw-Hill Book Co., Text-Film Dept., Mr. Strom will coordinate the activities of the local film councils and affiliated members with the new program of the Film Council of America.

Mr. Strom's past experience with utilization, distribution, sales and production responsibilities for motion pictures and sound and silent filmstrips correlated with textbooks, his wide acquaintance and long experience in the field of visual education will qualify him to administer his new position successfully.

His appointment is another part of the planned expansion program which the Film Council of America is now undergoing.

Battleground: Why We Oppose the TV Boom

A SEE AND HEAR EDITORIAL

THE PROCESS OF FORMAL EDUCATION of our young people is carried on within the walls of a million classrooms within the several hundred thousand school buildings of these United States. These buildings are increasing to the extent of billion-dollar construction goals to match the enormous increase in our school population following the war.

This is the fact which underlies and defines the most basic goal for real progress in the field we call "audio-visual education." It is our first responsibility. These young learners and their teachers have urgent need of what no serious person any longer doubts are the most useful tools for bringing about greater understanding of ideas and information beyond the scope of the printed page.

And yet the application of the motion picture, the filmstrip, the tape or record reproducer, the opaque and overhead projector is still limited to a small minority of all the nation's classrooms. This is the fact. Prove it right or wrong in your own schools. *How many times is a motion picture shown in the classroom any day or any week or any month . . . or even a filmstrip or any kind of lighted picture?*

This is the limiting, undeniable fact which makes the economic well-being of the educational film or filmstrip producer or the audio-visual equipment manufacturer still dependent upon the comparative few hundreds of "regular" customers. We marvel at the courage and tenacity of those who invest their capital and skills serving the unfulfilled promise of audio-visual education.

Do you challenge this realistic appraisal in light of the hundreds of new items listed in pages of this issue in our Fall Inventory of New Audio-Visual Materials? There is a notable lack of large return on the balance sheets of any concerns which can be attributed to real income from real, current school investments in new a-v materials or new a-v equipment. This is still the field of the *big future* . . . but what of the *real present*?

It is a field of too-little magazines trying to help make the opportunity live. It is a field of the will-of-the-wisp, where each new technique and new mechanical marvel is pursued with new enthusiasm . . . most often to the neglect of sound, solid and proven methods and materials still unused.

The rural school at Kaiser, Wisconsin has only *two filmstrips* to serve all eight grades. But enthusiasm in Wisconsin is high and so is the budget for new "educational" telecasting equipment. Wisconsin has done well by audio-visual tools, however, and the

budget for the University's Bureau of Visual Instruction is the highest in history this year. Nearly 100% of the secondary schools are equipped with at least one 16mm sound projector; many of the larger rural or consolidated schools are getting ahead. Continuing years of teacher training in summer extension courses and in the teachers' colleges are helping the use of a-v tools and to implant the desire for more of them.

And what of the Empire State . . . New York? And of the numerous other states where a most popular subject among the dilettantes of "audio-visual" education at current meetings is programming for proposed educational television stations. Here is today's great new "challenge" and it must be met!

But this mechanical means of mass communication does not serve the classroom, except in the confused imaginings of the most visionary or for unusual historic events where immediacy is paramount. It does imply a vast new responsibility by school people for the cultural uplifting of *home viewers*. At a time when education is hard-pressed for teachers and teacher salaries . . . for buildings to serve crowded and ill-housed youngsters . . . for materials of instruction . . . legislatures and boards of education are being coerced and confused into making funds available for television stations for which an omnipotent but ill-advised Federal authority has set an "action now or else" deadline.

Much of the vigor and the precious time which should be going into the cause of audio-visual progress, school by school, state by state is being dissipated in the urgent, virulent and well-heeled campaign labeled "educational television." Look at the record and some of the results:

1. New York State which has yet to have any kind of legislative aid for real statewide audio-visual development (such as made California the model for the nation a few years ago) is being "promoted" for millions of dollars worth of public funds for a *number* of such t.v. station installations. To serve the schools? Or to serve ambitious politicians who seek the power of this mass medium which thus comes into their hands?

2. The editor of one contemporary "audio-visual journal" is now the paid employee of the Joint Committee on Educational Television. This is the august body which included in its printed arguments to the Federal Communications Commission the statement that classroom film libraries were doomed as

(OVER)

**Announcing 4
Brand-New Releases!**

Enrichment Records

Based on Landmark Books

Exciting, authentic dramatizations that provide an effective, **PROVEN** incentive to an appreciation of our great historic events, and encourage further reading about the men and women who built America. Write for descriptive literature.

Enrichment Records, Inc.

Dep't. SH, 246 Fifth Ave., New York 1, N. Y.



FREE! First Aid Film "Help Wanted"

Including the new back-pressure, arm-lift method of artificial respiration

This up-to-date film contains all of the important information on basic principles of First Aid and also demonstrates new artificial respiration method approved by the American Red Cross.

The only cost for this 34-minute 16-mm. sound film is return postage.

Johnson & Johnson

Education Department
Johnson & Johnson, New Brunswick, N. J.
Please send me information on the film "Help Wanted."

Name _____

Address _____

City _____

State _____

an economic impossibility . . . that a local t.v. station could be entrusted to communicate such materials to local schools!

3. The audio-visual administrator of one Ohio city is already "too busy" for his regular chores. He's writing a weekly t.v. show.

4. The University of Houston, together with the Houston Independent School District has been granted a construction permit for t.v. facilities by the FCC. Ditto Kansas State College, the New Jersey State Department of Education (action pending); the San Francisco "Bay Area Educational Television Association" (action pending) and numerous other applications granted or pending for similar facilities.

There is no doubt whatsoever of the power of television as a mass medium, imparting good information or bad; good entertainment or, as it is today in the commercial sense, pretty bad. We cite TV as Exhibit "A" in our "Case for Audio-Visual Progress" because its proponents are selling it under false labels, at too high a price for an unknown article. We attack the nationwide campaign that is being waged for the fast dollar with no questions asked. We are not in the least awed by the Joint Committee's assemblage of the great names who are presumed to favor this great cause.

But we are keenly aware of the fact that the only educational institution as yet really operating such facilities (Iowa State College WOI-TV at Ames, Iowa) has practically proven the fact that a majority of its programs must be commercially sponsored (some of the worst trash, incidentally) in order to survive despite its tax-free, interest-free, donated physical plant.

Wherever state legislative aid is being actively campaigned for in the name of "educational television" the cause of similar statewide budget aid for better classroom a-v use, for the establishment of county programs of audio-visual utilization . . . the hope of real progress in this year and next . . . is a lost cause. We sincerely hope not but see little evidence to the contrary.

Unless of course those audio-visual leaders who know better can summon up the courage and logic needed to properly limit and to help define real long-term goals for proving out educational television for what it is and what it can do. Why was it necessary to set the deadline of June 2, 1953 upon the 242 television outlets assigned to education by the FCC? Education is the most important single process in the nation. We might find out how television could be made compatible to films and other available tools rather than competitive if time permitted.

But time and the FCC do not permit. So there will be less school money for real things to help real needs . . . for films, filmstrips, equipment and projection facilities in modern school plants.

—OHC

SEE and HEAR

See & Hear

NEWS LETTER

CURRENT NEWS - EVENTS FROM THE FIELD OF AUDIO-VISUALS

Twenty-Four Organizations Participate in FCA Conference

♦ The Film Council of America will hold a one day conference on October 31 at the Town Hall Club, New York, for the 24 national organizations affiliated with the Council. Affiliated members are national organizations which use audio visual materials to further their educational activities.

Discussed at the conference will be the programs and services of the six national organizations which constitute the FCA—American Library Association, Canadian Film Institute, Educational Film Library Association, National Audio-Visual Association, and National University Extension Association. All six organizations are primarily interested in the use, distribution, or production of audio-visual materials for educational purposes.

Also to be presented will be the current program and service facilities of the FCA. A round table discussion will be held in order that each member can inform the others of their existing film programs and present major problems and needs for assistance to the group. A summary session has also been planned to determine courses of action and lines of communication between the national organizations and the Council, and between the national affiliates and the national constituent organizations of the Film Council of America.

* * *

Oklahoma Host to DAVI Meeting

♦ The mid-winter meeting of the Department of Audio-Visual Instruction of the NEA will be held in Oklahoma at the University of Oklahoma, February 23-26, 1953. To be held away from the east coast for the first time, this national convention will attract audio-visual people from all over the country. Approximately 900 delegates are expected to attend.

EFLA Reelects Ford Lemler President

♦ Ford L. Lemler was reelected president of the Educational Film Library Association at the board of directors' first meeting of the 1952-53 year. Other officers elected were: vice president, Mary L. Huber, Enoch Pratt Free Library, Baltimore, Md.; secretary, Mary Louise Alexander, Ferguson Library, Stamford, Conn.

New directors elected to the board for a three year term are Ford Lemler (reelected); Miss Nelle Lee Jenkinson of the St. Louis Public Schools; and Miss Alexander.

* * *

Entries for Freedoms Foundation Awards Must Be In by Nov. 11

♦ The fourth annual Freedoms Foundation awards program in which 832 individuals and organizations may share \$100,000 in cash, medals and certificates of merit for their contributions to a better understanding of American culture has been formally announced.

Among the 15 different categories in which entries may be made, 16mm motion pictures have a special part. Slidefilms and 35mm films may also be entered in the "general category" of awards. Honor medal awards only will be made for 16mm motion pictures; entries in the general category are eligible for one of the three awards of \$1,000 each and for the fifty awards of \$100 each in addition to honor medals and certificates.

Closing date for all nominations is November 11, 1952.

All entries should be submitted to Freedoms Foundation, Valley Forge, Pa., on or before the above deadline. Nomination forms may be obtained on request.

* * *

National PTA Film Statistics

♦ How many PTA's are using films in their programs? Statistics provided in the AVCO News Letter (Audio-Visual Coordinators of Oklahoma) give us an answer. Summaries

from a survey conducted by the National PTA in 1951, on 11,046 PTA's reported, show that 46% used films in the field of parent education; 44% used films in the field of home and family life education; 26% used films in the field of citizen education; and 10% used films in the field of international relations.

* * *

Churchmen, A-V Leaders Discuss Films and the Bible at Workshop

♦ Films and the Bible were discussed recently in a workshop held in Green Lake, Wisconsin. It was the 9th International Workshop in Audio-Visual Education, sponsored by the Division of Christian Education, National Council of the Churches of Christ in the U.S.A.

The council's special committee on Bible visualization, which has been at work for about 18 months, led the workshop. Among the topics discussed were such subjects as historical accuracy; selection of characters and incidents; use of non-biblical materials; treatment of miracles and the supernatural; handling incidents which are differently interpreted, such as the baptism of Jesus; and the treatment of Jesus and other characters, such as use of halos, ancient dress, type of behavior.

Dr. Paul H. Vieth, of Yale Divinity School, as chairman of the special committee led the discussions. A number of film producers were present and participated in the discussions. Among them were the Rev. James K. Friedrich, of Cathedral Films; Sam Hersh, of Family Films; Noel Evans, of Religious Films, Ltd. (J. Arthur Rank); Dr. Ronald Bridges and the Rev. S. Franklin Mack, of the National Council; and Jamison Handy, of The Jam Handy Organization.

The workshop delegates, of whom there were more than 300 from 29 states, Canada, and 12 other countries (CONTINUED ON THE NEXT PAGE)

See & Hear News-Letter:

(CONTINUED FROM PRECEDING PAGE)

tries, representing 33 denominations —also previewed many films with biblical subjects.

* * *

California's Library School Begins New Audio-Visual Research

♦ A new audio-visual project under the direction of Irving Lieberman, formerly executive assistant for the Brooklyn Public Library, has been launched by the School of Librarianship at the University of California. The project has been made possible by a two year, \$23,000 grant from the Carnegie Corporation of New York.

Purpose of the project is to isolate, identify, and develop the content which should be taught to the first year library school student to enable him "to promote, acquire, organize, and administer collections of audio-visual materials." It is expected that the project will produce appropriate teaching materials and will result in a report which may be useful to library schools generally.

* * *

W. A. Wittich Discusses Visual Methods in Church-School Work

♦ Walter A. Wittich, director of the University of Wisconsin bureau of audio-visual instruction, recently emphasized the "serious responsibility of our church-school work in helping children understand abstract values and believe in them." He spoke before a four-day audio-visual institute, sponsored by the Wisconsin Council of Churches and the University of Wisconsin.

Stating that we live in a different kind of world than that of centuries ago, Professor Wittich noted our "accelerated pace" of today. "We are living in a fascinating environment now, where youngsters take for granted things that would have seemed miraculous to their grandparents," Mr. Wittich declared, referring to the relatively new inventions of radio, motion pictures, and television.

He added: "One of the most hopeful ways of letting the children of today understand the past is through actually re-creating the past, by means of the visual methods of slides, films, and other graphic materials."

Oregon State College Establishes Two Branch Film Libraries

♦ Two new educational film libraries, designed to make instructional motion pictures more readily available to elementary teachers in southern and eastern Oregon, will be ready to begin operations about October 1. More than 150 educational films will be housed in each branch.

The southern branch will be set up at Southern Oregon College of Education at Ashland under the direction of Lawrence Butler and the eastern branch will be headed by Easton Sampson of Eastern Oregon College of Education's audio-visual center.

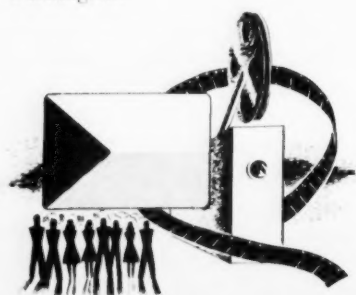
The department of visual instruction depository at Oregon State College, containing 2200 prints, will continue to serve other areas of the state, and will be the major source for films other than those housed in the branch libraries.

* * *

Washington State College Describes ECA Film Project in New Booklet

♦ More than 6,000 industry and agriculture films were reviewed during the past year for the ECA by The State College of Washington. Recommended films will be used by plans receiving aid under the Marshall Plan.

In the course of the project well over a million words were written, including a digest, a summary, and general information about each film. Members of the college's audio visual center, realizing widespread interest in the project, have prepared a 16-page booklet entitled "ECA Film Project" which presents the evaluation of the films and how they were handled. It also presents some interesting data about sponsored films which was uncovered during the project. Available upon request, the booklet may be obtained by writing the Audio-Visual Center, The State College of Washington, Pullman, Washington.



DAVI Offers Booklet on Visual Problems in Classroom Planning

♦ NEA's Department of Audio-Visual Instruction has released a 40-page booklet which contains twenty visuals covering the following phases of classroom planning: light control, ventilation, projection screens and stands, speakers, and electrical installations.

It also contains a bibliography and a list of companies which produce light control materials and equipment. Price is \$1.00.

* * *

UNESCO Distributes Newsreel Book

♦ Latest visual publication released by UNESCO is "Newsreels Across the World," by Peter Baechlin and Maurice Muller-Strauss. It is described as the first world-wide survey of production, distribution, and content of news films, covering 50 countries and includes photographs, statistical tables, and newsreel "stills" to highlight the text. Price is \$2.

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V. W. Eimicke Elected Chairman of Film Makers' Public Relations

♦ Victor W. Eimicke, supervisor of the City College School of Business Audio-Visual Center, has been elected chairman of the public relations committee of the University Film Producers Association. Dr. Eimicke was also named as a member of the publications committee and the Ken Edwards Memorial Committee at the association's 1952 meeting at Syracuse University.

As supervisor of the City College Audio-Visual Center, Dr. Eimicke heads the world's largest business film training library.

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Walter Colmes Leads Film Seminar

♦ Analyzing the potentialities and limitations of the motion picture, Walter Colmes, president of Encyclopaedia Britannica Films, Inc., is conducting a small seminar at University College, the University of Chicago's downtown school for adults. Mr. Colmes is guiding his students to a fuller understanding of the film medium by following a specific film through the actual phases of its history. A trip through EB Films' Wilmette studios will climax the ten week course.



Production of school films and filmstrips continues at a high rate as the new school year opens.

Filmstrips for Primary Graders

Cottontail Fables (6 filmstrips). Color, \$27; EBF. Individual titles: \$5.

- Intended for primary grades and kindergarten, this series presents some simple stories about the dilemmas of rabbits. Titles are: *Other People's Property*, *Obedience Pays*, *Greediness Doesn't Pay*, *Chasing Rainbows*, *Mother Knows Best*, and *We Work Together*.

Folk Tales from Many Lands: 6 filmstrips, color; entire set—\$30; separate filmstrips—\$6 each; YAF.

- Designed to stimulate an interest in books and reading, each filmstrip is an adaptation of a world-famous folk tale, done by photographing puppets which act out the story. The series was designed for grades 4 to 8, language arts and social studies. Titles are: *Clever Manka*; *Pinocchio*; *The Tinker and the Ghost*; *Godbrand-on-the-Tillside*; *The Goose Girl*; and *The Five Chinese Brothers*.

Golden Book Series: five sets of color filmstrips; sale for each set of eight filmstrips—\$23.75; single filmstrips—\$3.90 each; YAF.

- This series of filmstrips is an adaptation of the Little Golden Book series; each filmstrip corresponds to a book title and uses the original illustrations; designed for reading and story-telling; kindergarten and primary grades. Average length is about thirty frames.

Primary Grade Art Series: 6 filmstrips, color; entire set of six—\$30; each filmstrip separately—\$6; YAF.

- This series is designed to stimulate children's interest in art activities, to encourage them to think for themselves, and to experiment with art materials. Titles are: *Drawing*; *Cutting and Pasting*; *Painting*; *Finger Painting*; *Water Coloring*; *Clay Modeling*.

Through the Seasons Series: 4 filmstrips, color; entire set of four—\$16.50; each filmstrip separately—\$5; YAF.

- Each filmstrip takes children through a complete tour of the season—the activities of boys and girls, the seasonal life of plants and animals. Titles are: *In the Autumn*; *In the Spring*; *In the Winter*; *In the Summer*.

Christmas Season

A Christmas Carol (51-frame filmstrip). Color, \$7.50; SVE.

- Charles Dickens' fascinating story is brought to life. Useful for younger viewers but especially for 10 year olds and up.

The Baby King (23-frame filmstrip). Color, \$5; SVE.

- This strip presents the story of the birth of Jesus, the shepherds' visit, the visit of the wise men, and the joy of that first Christmas. For 5 year olds and up.

Rudolph—The Red-Nosed Reindeer (40-frame filmstrip). Color, \$6; SVE.

- For 4 year olds and up, this film introduces a new character in American folk lore, Rudolph—the Red-Nosed Reindeer. Also teaches a lesson in obedience, cooperation, and forgiveness as it applies to their daily lives.

Religious Education

The Baby in the Temple (9-frame filmstrip). Color, \$4; SVE.

- For 5 to 10 year olds, this filmstrip deals with the dedication of Jesus in the Temple, as recorded in the Gospel of Luke.

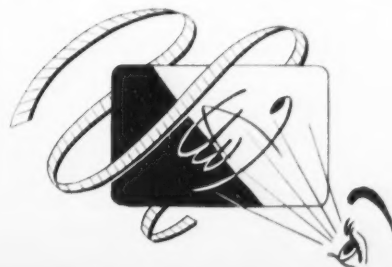
Thanksgiving with Jesus (23-frame filmstrip). Color, \$4; SVE.

- For 5 to 10 year olds, this strip relates the story of the Feast of Booths, or Succa, as it may have been celebrated by Jesus when He was a small child.

SEE & HEAR presents—

The 1953 Annual Fall Inventory of New* Audio-Visual Materials Including Classroom Films, and Recordings

*Material previously released may be included in this section because of change of major distributor sources. See source list at end for key addresses.





Scene from the new Filmfax Productions' color filmstrip "Christmas Customs" now available for direct purchase by schools.

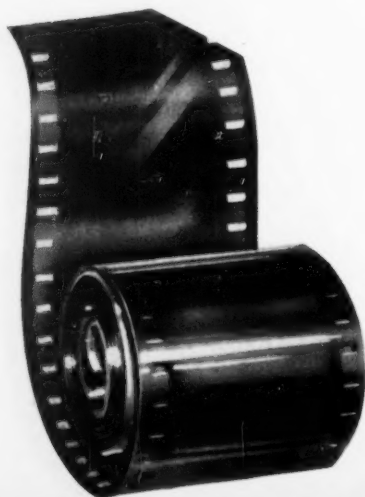
Filmstrips for Intermediate Grade Levels

Building Work Habits: six filmstrips; each filmstrip with 12-inch, 78 rpm record (2 sides), \$8.50; entire set, \$46; McGraw-Hill.

- Designed to stimulate the individual child to analyze his own deficiencies and to improve his habits of work. Filmstrips deal with the following work habits: *following directions* (54 frames); *thinking before acting* (49 frames); *concentration* (53 frames); *neatness* (46 frames); *checking work* (43 frames); *perseverance* (53 frames).

Children of Europe Series: 6 filmstrips, color; entire set of six—\$30; each filmstrip separately—\$6; YAF.

- Designed for students in elementary and junior high schools, each filmstrip in this series contains an original story of a boy or girl living in a foreign country. Titles are: *Homespun Holiday—Life in Ireland*; *The Ski Meet—Life in Norway*; *Robi's Alpine Summer—Life in Switzerland*; *Simone's Surprise—Life in France*; *Piet Takes a Barge Trip—Life in Holland*; *Paolo's Birthday Ride—Life in Italy*.



Cooking Series: 8 filmstrips, seven in color, one in black and white; entire set of 8—\$26.50; each filmstrip separately—\$3.50, except *Serving Meals Attractively* (color—\$6); YAF.

- Presents some important understandings and skills in cooking. Titles are: *Understanding Cooking Terms*; *Buying Food Wisely*; *Safety in the Kitchen*; *Organizing and Preparing Meals*; *Planning Meals for Nutrition*; *Storing Foods*; *Measuring Accurately*; *Serving Meals Attractively* (color).

Great Explorers Series: Set No. 2: 6 filmstrips, color; entire set of 6—\$30; single filmstrips—\$6; YAF.

- Second in a series, each of these filmstrips is devoted to the life and work of a renowned explorer important to the history of America. Titles are: *Columbus*, *Drake*, *Champlain*, *DeSoto*, *Coronado*, *Hudson*. Explorers described in the first set are *Marco Polo*, *Marquette*, *Magellan*, *Cortez*, *Cabot*, and *Lewis & Clark*.

Intermediate Art Series: 8 filmstrips, color; entire set of 8—\$38.50; each filmstrip separately—\$6; YAF.

- Designed to stimulate and guide children's interest at the grade level of 4 to 8. Titles are: *Sketching with Crayons*; *Stenciling*; *Pottery Making*; *Weaving*; *Painting with Water Colors*; *Potato Printing*; *Paper Craft*; *Making a Mural*.

Introduction to the Globe: 5 filmstrips, color, \$19.50. Individual filmstrips, \$4.20. The Jam Handy Organization.

- Titles of filmstrips are: *Continents and Oceans*; *Up and Down*; *North, South, East and West*; *Night and Day*; and *Hot and Cold Places*. Designed to pave the way for future skill in globe and map reading, the filmstrips present basic understanding of the earth in space.

Punctuation Series: 5 filmstrips, color; entire set—\$26.50; each filmstrip separately—\$6; YAF.

- Explains and demonstrates the function and everyday use of the commonly used punctuation marks. Titles are: *The Comma, Part I*; *The Comma, Part II*; *The Semi-Colon and Colon*; *End Punctuation Marks*; and *Quotation Marks and Italics*.

Science Sermons: 8 filmstrips, color; Moody Bible Institute.

- Paralleling its series of science motion pictures, Moody has released the following filmstrips: *House of Clay*; *On the Beam*; *Flying Wonders*, *Fish Out of Water*; *Backyard Mysteries*; *God of Little Things*; *Every Day Treasures*; and *Invisible Miracle*.

A special section listing all current Encyclopaedia Britannica filmstrips appears at the center of this issue.

Seasons, Weather and Climate: 5 filmstrips, color, \$26.40. Individual filmstrips, \$5.70. The Jam Handy Organization.

- Titles of filmstrips are: 1) *Our Earth in Motion*, *Sun and Our Seasons*, *What Is Weather?*, *What Makes the Weather?*, and *Climate*. Each filmstrip is developed with direct explanatory text to add meaning to the visualization. Simple experiments are suggested for class use, and a summary and questions appear at the end of each filmstrip.

Then and Now in the United States: 18 filmstrips, color; on purchase of 6 or more, each filmstrip—\$6, plus postage; individual filmstrip—\$7.50 plus postage; Silver-Burdett.

- Each filmstrip correlates history and geography, drawing upon other fields of knowledge whenever they have specific contributions to make to the pupil's understanding of America—its regions, people, past, present, and problems. Titles are as follows: *Then and Now in New England*; *Then and Now Along the Main Street of the East*; *Then and Now in the Appalachian Mountains*; *Then and Now on the Great Lakes Waterway*; *Then and Now in the Corn Belt*; *Then and Now in the Midwest Dairy Lands*; *Then and Now in the Old South*; *Then and Now Along the Lower Mississippi*; *Then and Now in the Tennessee Valley*; *Then and Now in Florida*; *Then and Now in Texas*; *Then and Now in the Rocky Mountains*; *Then and Now on the Great Plains*; *Then and Now in California*; *Then and Now in the Pacific Northwest*; *Then and Now in the Southwest*; *Then and Now Between the Western Mountains*.

Filmstrips for High School Level

Alcohol and Narcotics Series: 4 filmstrips, color; entire set of four—\$21.50; each filmstrip separately—\$6; YAF.

- Explains the nature of alcohol and narcotics, their effects upon the human body, the nature of addiction and its effects on the individual and society. Titles are: *Alcohol and You, Part I*; *Alcohol and You, Part II*; *Narcotic and You, Part I*; *Narcotics and You, Part II*.

First Aid Series: 9 filmstrips, B/W; entire set of nine—\$26.50; each filmstrip separately—\$3.50; YAF.

- Explains and demonstrates the approved techniques for first aid in most emergencies; based on the techniques and procedures prescribed in the manuals issued by the American Red Cross. Titles are: *Your Responsibilities in First Aid*; *First Aid for Bleed-*

ing and Shock; Use of Artificial Respiration; First Aid for Bone, Muscle and Joint Injuries; Dressings and Bandages; First Aid for Wounds; Transportation of the Injured; First Aid in Common Medical Emergencies; First Aid for Injuries Caused by Heat and Cold.

Fundamentals of English Series: 6 filmstrips, color; entire set—\$30; each filmstrip separately—\$6; YAF.

- Designed for junior and senior high school, average length of each filmstrip is 50 frames. Titles are: *Nouns and Their Uses; Verbs; Prepositions and Conjunctions; Pronouns and Their Uses; Adjectives and Adverbs; Simple Sentences.*

16mm Films for Young Learners

CLASSROOM FILMS FOR PRIMARY AND INTERMEDIATE GRADES

Arithmetic

The Number System: 11 min., color, \$100; EBF.

- Demonstrates the combining of single objects into groups of ten. This is followed by counting groups of tens. Several combinations are given representing a variety of combinations with two place numbers only.

The Meaning of Plus and Minus: 11 min., color, \$100; EBF.

- A combination of photography, music, and colorful words such as "chase away," "join," and "give away" are used to explain the concepts of addition and subtraction.

Reading Interest

Farmyard Babies: 1 reel; B/W—\$50; color—\$100; Coronet.

- Surveys the variety of babies found in a farmyard: lambs, calves, colts, chicks, and others. For the primary level.

Here Kitty: 10 min., color or black and white; sale or rental; Cornell.

- Queenie, the cat, tells her life story through her adventures as a foundling and as an adopted kitten. She ultimately points out the difference between having a pet and caring for it.

The Jews Settle in New Amsterdam—1654: 37-frame color filmstrip; The Union of American Hebrew Congregations.

- In 1654 a little group of Jews settled in what is now New York. This filmstrip presents data on this often neglected part of early American history.

Report on the Cold War (58-frame filmstrip) B/W, \$2; N.Y. Times.

- Traces history of the cold war from its early days right after World War II up to the present. Second in a series of eight, the filmstrip is illustrated with photographs, maps, and charts. Entire series may be purchased for \$12.

Mittens: Story of a Kitten: 1 reel, B/W—\$50; color—\$100; Coronet.

- Creative expression is encouraged in this story about a girl and her kitten. Words such as nursing, drink, play, whiskers, and climb are matched to scenes defining their meaning and the audience is aided in verbalizing their experiences with kittens and other animals.

Old MacDonald's Farm: 10 min., color or black and white; sale or rental; Cornell.

- Tommy's wish for a vacation in the country was fulfilled, but only after he worked to get it. There he learns why and how things grow.

On the Way to School: 1 reel; B/W—\$50; color—\$100; Coronet.

- For primary grades, this is the story of a boy's adventures on the way to school—meeting the milkman, watching a garage being built, looking in on a nest of robins and watching a train go by. Children are encouraged to see the trip to school as a time for observation and learning.

Peppy: The Puppy: 1 reel, B/W—\$50; color—\$100; Coronet.

- To encourage youngsters to read, write, draw, and otherwise tell about interesting experiences with puppies and pets is one of the purposes of this film.

Paul Bunyan and the Blue Ox: ½ reel; B/W—\$25; color—\$50; Coronet.

- Retells the story of Paul Bunyan and Babe, the Blue Ox, using puppets as the central characters. The story of how Paul found Babe and put him to work is designed for primary, intermediate grades.

Sea Lion Baseball Team: 10 min., color or black and white; sale or rental; Cornell.

- Little Willie had to learn to take instructions before he could make the team, and he gets his first lesson from the Sea Lions.

Winky the Watchman: 8 min., color or black and white; purchase or rental; Cornell.

- A general health film on care of teeth in cartoon form; story of Winky the sleepy little watchman who has trouble in guarding the "Great White Wall," his teeth.

Painting & Crafts

Beginning of Picture Making: 6 min., color; rent—\$3; sale—\$50; Int'l Film Bureau.

- A film for elementary and art teachers to help give them a better insight into the 3 to 5 year old child through the pictures he makes.

Creative Hands Series Number One: B/W, Int'l Film Bureau.

- A series of four films each 5½ or 6 minutes, \$190 the series, \$50 each (rental \$3 each). Produced by Crawley Films and distributed by International Film Bureau. Titles are: *Paper Sculpture; Finger Painting; Model Houses; and Design to Music.*

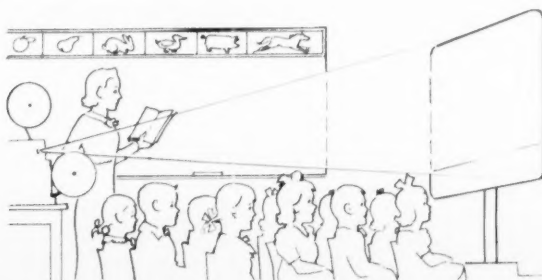
Creative Hands Series Number Two: B/W, Int'l Film Bureau.

- A second series of four films, 6 minutes each, \$190 the series, \$50 each (rental \$3 each). Titles are: *Making a Mask; Loom Weaving; Beginning of Picture Making; and Picture Making at the Gang Age.*

Finger Painting: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- Number II of the Creative Hands series, this film includes directions for making finger paint and techniques are suggested in terms of the age and experience of the young artist.

Consult individual producer catalogs for other grade level correlations where many of the films listed in these pages can also be used.



Painting & Crafts

Making a Mask: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- A group of children in school environment are directed through the simple procedures of making two kinds of masks out of wet paper and paste, the kind that is tied against the face and the kind that can be slipped over the head.

Model Houses: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- Number III in the Creative Hands series, this film illustrates steps involved in making cardboard and paper models for a whole town project.

Paper Sculpture: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- Number I in the Creative Hands

series, this film illustrates the variety of three dimensional objects that can be made out of paper and cardboard and some of the techniques practical in the classroom for young children.

Picture Making at the Gang Age: 6 min., color; rent—\$3; sale—\$50; Int'l Film Bureau.

- Children in grades 5 and 6 are able with simple classroom equipment to make original and varied compositions expressive of their own interests. This film is a sequel to **Beginning of Picture Making** and is recommended for teacher training and classroom use.

Sculpturing Is Fun: 10 min., B/W, free-loan; UWF.

- A new film on the hobby of soap carving.

LIFE IN OTHER LANDS

Airplane Trip to Mexico: 12 min., color, \$100; EBF.

- Story of two youngsters who visit friends in Baja, California, Mexico. Portrays their adventures as they go sightseeing, visit a Mexican school, swim in the ocean, discover an old pirate cove, and go horseback riding with their host.

Artisans of Florence: 20 min., B/W, \$100; McGraw-Hill.

- Illustrates many phases of Italian art and handicrafts: ceramics, drawing sculpture, leather tooling, silverwork, and jewelry design. Produced by Julien Bryan and the International Film Foundation.

British Factory Foreman: 13 min., color, \$120; McGraw-Hill.

- Portraying a family whose daily lives are directly affected by many of the major issues of our times, this film shows the similarity between ourselves and an ordinary British working family.

British Mill Owners: 13 min., color, \$120; McGraw-Hill.

- Follows the activities of a manager of a cotton mill near Manchester along with his family life. Emphasizes the adjustment made by upper class English families in recent years, comparing this particular family to other English families.

English Farm Family: 13 min., color, \$120; McGraw-Hill.

- Demonstrates one phase of an agricultural revolution that is taking place in England. Follows the activities of an English dairy farmer on his 600-acre farm in Oxfordshire.

Eskimo Arts and Crafts: 22 min., B/W; rent—\$6; sale—\$150; Int'l Film Bureau.

- Deals with the craft activities of the Baffinland Eskimos, including the making of Kayaks, dog sled whips, boats, beadwork, ivory carving and net making, the women participating equally with the men.

Fox Hunt in Italy: 10 min., color, \$100; EBF.

- Photographed in color, this film depicts all the excitement and color of a fox hunt which takes place in the countryside of Rome.

Japanese Family: 23 min., B/W, \$125; McGraw-Hill.

- The story of the Kawai family, silk-weavers of Kyoto, filmed in post-war Japan. Pictures the adults at hand-operated looms weaving silk brocades; sales conference, preparation of a meal, family at supper, children at

Films for Intermediate Grades

Community Life

Near Home: 25 min., B/W; rent—\$3.75; sale—\$75; Int'l Film Bureau.

- Field trips, models, charts, graphs, and diagrams are used to study the pupils' own community and to prepare an exhibit based on their findings.

Our Community: 11 min., B/W—\$50; color—\$100; EBF.

- Emphasizing that membership in a community is a responsibility as well as a privilege, this film illustrates important community institutions and their services by depicting a day in the life of a 10-year-old boy.

Rules and Laws: 14 min., B/W, \$60; EBF.

- Designed to help youth understand the purpose of laws in our society, this film demonstrates that laws in the community are like rules in children's games.

Communication

Getting the Facts: 16 min., B/W—\$70; color—\$140; EBF.

- Discusses way and means by which people can become sufficiently well-informed to behave intelligently as citizens. Portrays newspapers, radio, books, school, television, and the spoken word as channels of enlightenment.

Making Yourself Understood: 16 min., B/W—\$70; color—\$140; EBF.

- Shows that by analyzing all elements in the communication process we can become better able to evaluate and criticize all forms of communication.

A Source List of producers and principal distributors of these materials appears at the end of this special section.

Speech: Conducting a Meeting: 1 reel, B/W, \$45; YAF.

- Demonstrates and explains to group leaders and group members the basic patterns of parliamentary procedure which contribute to an efficient and successful meeting.

Science Films

Insects: 14 min., color, \$120; EBF.

- Defines class of animals known as "insects," identifying principal characteristics of butterflies, wasps, beetles, flies, and grasshoppers. Difference between true insects and their near relatives is shown.

Salmon—Life Cycle of the Sockeye: 11 min., B/W—\$45; color—\$90; Paul Hoeffer.

- Records the complete life cycle of the Sockeye Salmon, beginning with its birth in a fresh mountain stream; its trip to the Pacific Ocean and, finally, its struggle upstream to its birthplace where it spawns and dies.

The Story of Time: 10 min., color or black and white; sale or rental; Cornell.

- The story of man's ingenuity and inventiveness in devising ways and means and instruments for the measurement of time from the beginning of time telling to the present day.

Snakes Are Interesting: 1 reel, B/W, \$45; YAF.

- A lesson on snakes: their typical life cycle, their habitat, their economic importance to man.

The Water We Drink: 1 reel; B/W—\$50; color—\$100; Coronet.

- Designed to be used at the primary and intermediate level, this film depicts the importance of proper drinking habits for good health and illustrates the many body functions which water serves.

play; preparations for and festivities of the Japanese New Year. Produced by Julien Bryan and the International Film Foundation.

The King's Life Guard: 9 min., B/W, \$32.50; British Information Services.

- Shows in detail the ceremony of the changing of the guard, the barracks of the troops, and their preparations—grooming the horses, putting on uniforms, etc.

Life in the Sahara: 14 min., color, \$120; EBF.

- Reviews important aspects of the life, habits, and customs of people living in the great Sahara.

Longhouse People: 24 min., color, \$170; EBF.

- Portrays the life and rituals of a non-Christian Canadian Iroquois community, illustrating authentic dances and religious ceremonies still practiced by members of a tribe which once ruled the eastern half of North America.

Mary Visits Poland: 10 min., B/W, \$50; McGraw-Hill.

- A study of the customs and ways of living of the people of Poland, narrated for school children by an American schoolgirl who is describing her trip of the previous summer to her parents' homeland. Produced by Julien Bryan and the International Film Foundation.

Oxford Student: 13 min., color, \$120; McGraw-Hill.

- Oxford of today as shown through the eyes of a young undergraduate; summarizes Oxford's history across the centuries, tracing its influence on many of the great men who studied there.

Pacific Island: 18 min., B/W, \$100; McGraw-Hill.

- The natives of Likiep, one of the Marshall Islands group, are shown as a tightly-knit community in their village life—sailing, fishing, building boats, weaving baskets. Film highlights: catching a giant underwater clam by a skilled diver, boys hunting turtles' eggs, the celebration of a birthday feast. Produced by Julien Bryan and the International Film Foundation.

Peiping Family: 21 min., B/W, \$100; McGraw-Hill.

- Life in a middle-class Chinese family; depicts the struggle of Dr. Wu and his wife to provide for their large family and to educate their oldest daughter, showing Chinese customs of work and play. Produced by Julien Bryan and the International Film Foundation.

Peoples of the Soviet Union: 33 min., B/W, \$150; McGraw-Hill.

- A newly revised sound track makes again available these pictures of life behind the Iron Curtain. Provides an

over-all concept of the vast country with its many distinct peoples and racial groups. Produced by Julien Bryan and the International Film Foundation.

Sampan Family: 16 min., B/W, \$100; McGraw-Hill.

- The story of the Ling family of the Fukien Province who live and make their living on a small riverboat in the Min River. We watch the daily fishing that earns the family's livelihood, life aboard the small boat, and how

the family, from babies to old folks, work together as a team. Produced by Julien Bryan and the International Film Foundation.

Scottish Miner: 13 min., color, \$120; McGraw-Hill.

- Examines different aspects of the coal crisis: working conditions in the mines, mechanization, constant dangers, shortage of young miners, showing that mining, whether in Scotland or Pennsylvania remains a hazardous and difficult job.

The World We Live In

PEOPLE AND PLACES RELATED TO OUR SOCIAL STUDIES

Ancient Egypt: 1 reel, B/W—\$50; color—\$100; Coronet.

- A visit to Egypt—to see the great Sphinx, the Temple at Karnak and many examples of famous Egyptian sculpture—is made while watching this world history film.

Ancient Baalbek and Palmyra: 10 min., color, \$100; EBF.

- As members of a desert caravan, pausing for water and rest, we visit the ruins of ancient Palmyra and Baalbek, in Syria. We wander through the remains of the temples and halls of a city built by King Solomon to commemorate the ground on which David slew Goliath.

Ancient Petra: 10 min., color, \$100; EBF.

- An archeological study of ancient Petra, a city of red sandstone caves in the heart of the Arabian desert. Shows the effects of Edomite, Greek and Roman architecture on this city which was laid under a curse in the time of Moses.

Arabian Bazaar: 10 min., color, \$100; EBF.

- Color photography portrays a Bedouin bazaar as a center where nomads buy food, blankets, leather, and metal goods, exchange news and gossip, and enjoy a cup of coffee with friends.

Death Valley—Ancient and Modern: 22 min., color, \$180; Paul Hoeffer.

- Pictorial treatment of a valley that has changed little in millions of years; surveys the geology of Death Valley, its history, and modern developments.

It Takes Everybody to Build this Land: 21 min., B/W, \$85; EBF.

- Against a background of music to guitar accompaniment, this film traces

the development of specialization in American industry and agriculture.

Japan: 12 min., color, \$100; EBF.

- Illustrates the ways in which Japan utilizes all possible land for farming. Shows farmers at work in the rice fields, planting, fertilizing, etc.

Life in the Nile Valley: 1 reel; B/W—\$50; color—\$100; Coronet.

- Within the narrow Nile valley, where over 15 million people live, an agricultural society dependent on the river has existed for hundreds of years. This film studies the activities of a typical Egyptian farm family.

New Horizons: 20 min., color, free-loan; UWF.

- Surveys the natural resources and potential wealth of the Old South. Available only in states east of the Mississippi River.

People Along the Mississippi: 21 min., B/W, \$85; EBF.

- Studies the region through which the Mississippi river flows and the people who live in this region. The film reveals the oneness in purpose, in ideals, and in national character of a vast part of the country.

The Prairie: 17 min., B/W—\$75; color—\$140; Arthur Barr Productions.

- This is a "before and after" presentation of the midwestern prairie—before the white man replaced the



World We Live In:

Indian and afterwards. Deals with the various grasses, wild flowers, rock formations, etc.

South Africa: 22 min., color, \$180; Paul Hoeffer.

- This overall picture of South Africa gives a comprehensive treatment of the important aspects of South Africa life; industrial activities; agriculture and mining.

Southeast Asia: 29 min., color, free-loan; UWF.

- Facts about natural rubber and the people who grow it, shown against the background of a constant threat of armed aggression.

This Is Rubber: 16 min., B/W, free-loan; UWF.

- The story of natural rubber, where it comes from and how it's processed.

Understanding a Map: 1 reel, B/W, \$45; YAF.

- Explains, by means of models and animation, the relation of a simple map to the territory which it represents. Designed as a sequel to YAF's *What Is a Map*.

Victoria Falls: Smoke that Thunders: 11 min., color, \$90; Paul Hoeffer.

- Locates Victoria Falls on the Zambesi River in relation to Southern and Northern Rhodesia and South Africa, showing the town of Livingstone and country surrounding the falls with its abundant wild life.

History

American Revolution: 12 min., color, \$100; EBF.

- Explanation of the strategy, the struggle, the movement of forces and the important military engagements of the war for independence. Stresses geographical and social factors which brought victory to the 13 states.

Beginnings of History: 46 min., B/W; rent—\$7.50; sale—\$150; Int'l Film Bureau.

- Consists of three parts: I) The Stone Age; II) The Bronze Age; III) The Iron Age. Made for the British Ministry of Education by Basil Wright, cooperating with the British Museum and the Museum of Archeology.

Civil War: 12 min., color, \$100; EBF.

- Points out important military events of the war between the North and the South, stressing social and geographical factors which brought victory to the North.

The Colonial Printer: 22 min., color, write to Colonial Williamsburg.

- Through the eyes of the printer's apprentice, the film describes in detail the printing methods and equipment

Color Epic for All Ages

Morning Star: 35 min., color, \$285; EBF.

- With inspirational overtones, this film records the 52 day trek of two sheep herders from the winter to the summer pastures in Arizona.

used in colonial America; demonstrates how ink was mixed, paper prepared, type handset and the press hand-operated.

Current Affairs

Crisis in Iran: 18 min., B/W, \$80; McGraw-Hill.

- Outlines the peculiar economic and political conditions that have brought on the present Iranian crisis, and introduces the individuals and groups that move behind the scenes. A March of Time film.

Flight Plan for Freedom: 17 min., B/W, \$80; McGraw-Hill.

- This is the story of the Air Force's Strategic Air Command and of the men responsible for America's first-line defense. A March of Time film.

Formosa: 17 min., B/W, \$80; McGraw-Hill.

- Gives an account of the work that the U.S. is doing in Formosa to support Chiang Kai-Shek's nationalist government and army in exile and to build up the living standards and morale of the native islanders. A March of Time film.

Moroccan Outpost: 17 min., B/W, \$80; McGraw-Hill.

- Surveys conditions in Morocco today and introduces key figures in the country's present struggle for independence. A March of Time film.

Producing for Defense: 22 min., B/W, \$100; EBF.

- A discussion of America's ability to arm and, at the same time, to produce civilian goods. Examines the role of machine power, the human elements, and natural resources in our present rearmament economy.

Sudan Dispute: 20 min., B/W, \$55; British Information Services.

- Examines the Anglo-Egyptian Sudan and the problems facing this coun-

try. Shows why Egypt fears control of the upper reaches of the Nile by a separate power and analyzes the dispute between Egypt and Britain.

Tito—Our Ally: 18 min., B/W, \$80; McGraw-Hill.

- A picture of life inside Yugoslavia as it exists today for her 16,000,000 culturally divergent people. A March of Time film.

World Affairs Are Your Affairs: 27 min., B/W, \$100; EBF.

- Illustrates the Cleveland Council of World Affairs, explaining the services and educational activities designed to help citizens achieve understanding of problems arising between the U.S. and the rest of the world.

Business Education

Importance of Selling: 20 min., B/W, \$100; EBF.

- Role of selling in modern business organization is shown in this film, which gives particular emphasis to services provided by salesmen to business and to the consumer.

Industrial Purchasing: 21 min., color, \$170; EBF.

- Portrays the director of purchasing in his capacity as buyer of everything purchased by his company, revealing the actual problems of buying materials and machines.

The Law of Demand and Supply: 1 reel; B/W—\$50; color—\$100; Coronet.

- Through the story of a boy who is in the bicycle-rental business, students are taught how the law of supply and demand affects business. For junior and senior high school.

Office Courtesy: 12 min., B/W—\$50; color—\$100; EBF.

- Dramatizes techniques for office workers in meeting and working with persons outside the company. The film emphasizes the importance of courtesy and thoughtfulness and reveals how the employee's attitude may have considerable effect on his company's success.

Office Teamwork: 12 min., B/W—\$50; color—\$100; EBF.

- Illustrates the importance of co-operation among members of a business organization. Dramatizes representative office situations in which teamwork is necessary.

Teaching Gregg Shorthand Simplified: Series of six black and white films—\$325; McGraw-Hill.

- Six films designed to give business teachers an opportunity to observe the technique of the experts in teaching Gregg shorthand. Titles are: *First Lesson* (15 min., \$75); *Typical Lesson* (17 min., \$75); *Teaching Marginal*



Reminders (10 min., \$50); *Developing shorthand Speed* (14 min., \$75); *Doing Homework in Gregg Shorthand Simplified* (9 min., \$50); *Doing Homework in Gregg Shorthand Simplified, Functional Method* (9 min., \$50).

Industry at Work

Background films from industry itself, many of them on a free-loan basis:

From Bristles to Brushes: 30 min., B/W, free-loan; UWF.

- Describes the machines designed for the production of brushes of every kind, from nylon fiber toothbrushes to large brushes for industrial use.

A Fast Worker: 41 min., B/W, free-loan; UWF.

- The story of a modern farmer and his family who take pride in employing the most advanced dairy techniques on their farm; shows new method of cleaning cream separators.

No Longer Worried: 28 min., B/W, free-loan; UWF.

- A dramatic story of Benjamin Franklin's contribution to the growth of America through Insurance. "Spread the risk among many and reimburse those suffering losses."

The Arts and Literature

CLASSROOM FILMS FOR ENGLISH, DRAMA AND ARTS CLASSES

Antony and Cleopatra: 3 reels, B/W, \$117.50; YAF.

- Professional re-enactment of condensed version of the Shakespearian play. Suitable for high schools, colleges, and adult groups.

Better Reading: 12 min., B/W—\$50; color—\$100; EBF.

- Reveals problems confronting the slow reader and suggests ways in which they can be met and solved. Tells the story of an intelligent high school boy whose work suffers from his slow reading habits.

Julius Caesar: 3 reels, B/W, \$117.50; YAF.

- A condensed dramatization of the Shakespearian play as portrayed by a professional cast.

Library Story: 15 min., color, \$120; EBF.

- Documents the methods in which a modern public library serves the community. Dwells on the varied interests of "regular" readers, showing how the library helps them all.

Mark Twain and Tom Sawyer: 11 min., B/W, \$50; Int'l Film Bureau.

- Illustrates those elements in the life of Samuel Clemens which went into

On the Track: 16 min., color, free-loan; UWF.

- How we are all dependent in some measure on the services of the railroads is told in this film.

Railroad Special Agent: 15 min., B/W, \$80; McGraw-Hill.

- Records the activities of the men who guard the cargoes which travel along the American railroad system.

Rubber Lends a Hand: 28 min., color, free-loan; UWF.

- This is the story of modern, mechanized farming all over America. It shows the wide range of usefulness of rubber in easing the work of the modern farmer.

Search for Security: 17 min., B/W, free-loan; UWF.

- Deals with the origin, meaning and value of life insurance.

Thundering Rails: 18 min., B/W, free-loan; UWF.

- The story of America's railroads, the people who operate them and the famous trains that roar through a nation.

Note: also write for free-loan lists available from Modern Talking Picture Service, 45 Rockefeller Plaza, N. Y.; Association Films, 35 W. 45th St., N. Y.

the creation of his best known works, "The Adventure of Tom Sawyer" and "Huckleberry Finn."

Literature Appreciation: How to Read Essays: 1¼ reels; B/W—\$62.50; color—\$125; Coronet.

- Stresses the enjoyment to be found in reading and studying essays. Such writers as Lamb, Emerson, Hunt, Addison, Thackeray, and Stevenson are portrayed at work in their native surroundings. The film points out that for full appreciation an essay should be read with an understanding of the author, his purpose in writing, and his style.

French Classes

New French Film Reader Series: B/W, sale or rental; Int'l Film Bureau.

- Three films produced by Basic Films Ltd. in cooperation with the National Committee for Visual Aids in Education and The Modern Language Association of Britain. Titles are: *La Famille Martin* 18 min., sale—\$85; rent—\$6; *Depart des Grandes Vacances* (11 min., sale—\$50; rent—\$4); *Histoire de Poissons* (11 min., sale—\$50; rent—\$4). The films portray typical family incidents which the

adolescent in the U.S. can recognize as likely to happen in his own family. They are so edited that significant shots of familiar Paris landmarks are included in the first film and many characteristic regional landscapes in the other two.

Arts & Crafts

Loom Weaving: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- The art teacher and the manual training teacher cooperate here to help students build a simple loom out of an old broom and a few pieces of wood.

The Making of Fine China: 20 min., color, free-loan; UWF.

- Presents a workshop where some of the finest china in America is produced; demonstrates the working out of the decorations, the firing of the colors and all the interesting operations in the manufacture of china tableware as well as china ornaments. Restricted to senior high school levels and adult women's groups.

Music Films

Begone Dull Care: 9 min., B/W; rent—\$3; sale—\$75; Int'l Film Bureau.

- An interpretation in fluid lines and color of jazz music played by the Oscar Peterson Trio. Painted directly on film by Norman McLaren and Evelyn Lambert.

Design to Music: 6 min., B/W; rent—\$3; sale—\$50; Int'l Film Bureau.

- Fourth in the Creative Hands series, this motion picture demonstrates how drawing and painting to music may result in fresh visual relationships inspired by personal reactions to ideas suggested in the music.

Harmony in Music: 1¼ reels, B/W—\$62.50; color—\$125, Coronet.

- Part of a series in beginning music, this film explains how harmony enriches music. Shows relationship between harmony supports melody and rhythm.

The King's Musick: 20 min., B/W, BIS.

- A tour of the Royal Military School of Music at Kneller Hall, showing various methods of training in conducting and in the playing of many instruments.

Pacific 231: 1 reel, B/W, \$45; YAF.

- Filmic interpretation of the Honegger's composition, "Pacific 231." Sound track is devoted entirely to a special film performance of Honegger's symphony, his impressions of a train ride through the French countryside.

Sadler's Wells Ballerina: 13 min, color, \$120; McGraw-Hill.

- Dealing with the theatre company of London's famous Sadler's Wells Ballet, this film tells the story of a young dancer about to make her de-

Music Appreciation:

but, showing the work and study that she has gone through.

Selected Songs of James A. Bland: 10 min., B/W, \$50; EBF.

- This film dramatizes two of the old favorite songs of the Southland: "Carry Me Back to Old Virginny" and "O Dem Golden Slippers."

Selected Songs of Stephen Foster: 10 min., B/W, \$50; EBF.

- Dramatizes two of Stephen Foster's best loved songs: "My Old Kentucky Home" and "O Susanna."

Ballad of the West: B/W, 14 min., \$60; EBF.

- Based on western folk tunes, this film tells the story of a cowboy longing to have his own herd and brand and to be his own boss. Filmed against the magnificent background of Arizona's Castle Hot Springs, the story revolves around the popular ballad, "The Chisholm Trail."

Music Reading: 20 min., B/W, sale; Johnson Hunt.

- A companion to *Two Part Singing*, this film is designed to teach music reading teaching techniques to in-service teachers and to encourage pupils to learn to read music by showing a typical fifth grade class enjoying a music lesson.

Two Part Singing: 20 min., B/W, \$95; Johnson Hunt.

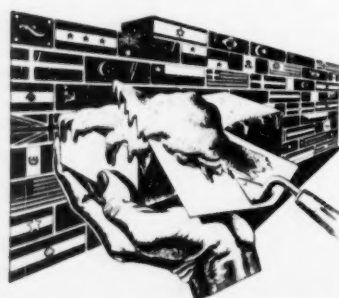
- Among the teaching techniques demonstrated are music reading from the board, quick teaching through the analysis of "like" phrases, listening to the blending of two parts, and the use of the auto harp.

Three American Ballads: 8 min., color, \$80; Univ. of Calif.

- Artist Alfred Kousel provides a series of sketches which illustrate three American ballads: "Acres of Clams," "Old Dan Tucker," and "John Henry."

Hen Hop: 4 min., B/W, rent—\$2.50; sale—\$29.75; Int'l Film Bureau.

- Lines used to draw a simplified outline of a hen move in continued combinations to familiar, irresistible folk dance fiddling. A Normen McLaren film.



Studying the Arts:

Lithography: 14 min., B/W; rent—\$; sale—\$65; Int'l Film Bureau.

- Produced by Haskell Wexler, this film presents in progression the successive steps in the production of a lithograph. The drawing is made on Bavarian limestone outdoors directly from nature and the stone taken back to the studio for inking and printing.

Jefferson the Architect: 11 min., B/W; rent—\$2.50; sale—\$50; Int'l Film Bureau.

- Presents Thomas Jefferson's contribution to post-colonial architecture—Monticello, the University of Virginia, the State Capitol in Richmond—and his personal designs for ingenious improvements on certain objects of every day use at Monticello.

Brush in Action: 10 min., B/W; rent—\$3; sale—\$75; Int'l Film Bureau.

- Teaches how to use watercolor brushes and will stimulate a desire to try water-color painting; shows techniques of washing, toning, emphasizing surface texture of paper in painting a picture.

Lascaux: Cradle of Man's Art: 17 min., B/W; rent—\$12.50; sale—\$175; Int'l Film Bureau.

- Produced in France by William Chapman, this film contains one of the finest collections of prehistoric paintings yet found.

Totems: 11 min., B/W; rent—\$3; sale—\$75; Int'l Film Bureau.

- Shows the carved and painted totems of the British Columbia Indians who carried the primitive art form forward to some of its most interesting developments.

The Visual Idea

Facts About Film: 11 min., B/W; rent—\$2.50; sale—\$50; Int'l Film Bureau.

- Shows the projectionist how to guard against the most common kinds of damage to film. It explains what film is, how to pack film for shipping, why 16mm is more fragile than 35mm, etc.

Facts About Projection: 11 min., B/W; rent—\$2.50; sale—\$50; Int'l Film Bureau.

- Explains that a projectionist must run over a check list of necessary precautions in advance of the scheduled showing to assure an unobtrusive performance.

New Tools for Learning: 19 min., B/W, \$40; EBF.

- This film promotes a better understanding of the contribution of audiovisual materials in education today. Special emphasis is given to the motion picture.

Operation and Care of the Bell & Howell Sound Projector: 21 min., B/W; rent—\$2.50; sale—\$50; Int'l Film Bureau.

- First in a series, demonstrates how to thread and operate B & H projectors, giving information on film maintenance.

Time-Lapse Photography: 10 min., color; rent—\$5; sale—\$100; Int'l Film Bureau.

- This film illustrates what time-lapse photography is and how time-lapse pictures are made. The new specially designed time-lapse studios of John Nash Ott Jr. are shown.

The Process of Education

NEW BACKGROUND FILMS FOR TEACHER TRAINING & THE COMMUNITY

Design of American Public Education: 14 min., B/W, \$80; McGraw-Hill.

- An "assembly line" educational process is contrasted with a genuinely democratic, decentralized, local elected educational system that tailors its curriculum to community needs.

The Fight for Better Schools: 20 min., B/W, \$80; McGraw-Hill.

- Beginning with the story of how the citizens of Arlington County, Virginia, planned and worked to raise their schools from among the nation's poorest to a level which has been called "an educator's dream," this film goes on to describe the efforts of citizens to improve their educational systems in communities in Arkansas, Delaware, and Long Island. A March of Time film.

Family Circles: 31 min., B/W, \$110; McGraw-Hill.

- One of two films in the school-community relations series. Examines the growing division of responsibility for the child between home and school, and the necessity for close cooperation if conflict, divided loyalties and misunderstanding are to be avoided.

Schools March On: 18 min., B/W, \$80; McGraw-Hill.

- This film shows what happened in one mid-western county when outmoded, one-room schools were reorganized and consolidated into large, well-equipped and well-staffed schools through the efforts of local educators and interested citizens. A March of Time Film.

School and the Community: 14 min., B/W—\$65; color—\$125; McGraw-Hill.

- The traditional wooden schoolhouse symbolizes an outmoded educational system that is isolated from the community. But school and community working together can produce an educational process geared to students' needs; methods for achieving this are demonstrated.

Who Will Teach Your Child? 24 min., B/W, \$100; McGraw-Hill.

- Raises important issues on the subject of teacher education—how to attract people of ability, how they can best be trained, and how to encourage good teachers to remain in their profession. In a series of classroom situations we see what teaching means to different teachers. Skillful guidance is the combined job of educational institutions.

The American Teacher: 15 min., B/W, \$80; McGraw-Hill.

- Makes clear the responsibility of the American citizen for the kind of education his community provides, and demonstrates the pros and cons of "progressive education," emphasizing what all good teachers know—that good teaching methods are, in the last analysis, individual, and that teaching involves developing pupils' ability to think as well as to absorb facts.

Teacher Training

Broader Concept of Method, Part I: "Developing Pupil Interest": 13 min., B/W, \$80; McGraw-Hill.

- A picture of the teacher-dominated, lesson-hearing type of recitation. Shows typical effects of this method in terms of student attitudes, responses and learning, then shows alternative techniques to achieve broader objectives.

Broader Concept of Method, Part II: "Teacher and Pupils Planning and Working Together": 19 min., B/W, \$95; McGraw-Hill.

- Some aspects of group participation—organizing into functional groups, making and carrying out plans for investigations, presenting findings, etc.—and some results in terms of developing self expression and the ability to evaluate.

Importance of Goals: 19 min., B/W, \$95; McGraw-Hill.

- Tommy's keen interest in his outside activities demonstrate to his teacher his need for proper motivation. With the possibility of a post in the Safety Patrol Tommy's work takes on new meaning.

Individual Differences: 23 min., B/W, \$100; McGraw-Hill.

- Emphasizing the importance of recognizing individual differences, the film contrasts two brothers and shows methods one teacher eventually used to deal with them.

Learning to Understand Children, Part I: "A Diagnostic Approach": 21 min., B/W, \$100; McGraw-Hill.

- The case study of a maladjusted fifteen-year-old girl, the teacher's efforts to help her, and diagnostic techniques used for the formulation of remedial measures.

Learning to Understand Children, Part II: "A Remedial Program": 23 min., B/W, \$100; McGraw-Hill.

- The teacher's plan which helps to improve the girl's confidence and interest in her school work and win recognition and acceptance from her classmates.

Maintaining Classroom Discipline: 14 min., B/W, \$80; McGraw-Hill.

- By contrasting methods of handling the same class, this film explores techniques for securing proper class conduct and attitude.

Motivating the Class: 19 min., B/W, \$95; McGraw-Hill.

- A young student teacher sees wider implications of mathematics for his students, but is unable to translate these values until suggestions from his supervising teacher show him how to plan for learning situations.

Problem of Pupil Adjustment, Part I: "The Drop-Out": 20 min., B/W, \$95; McGraw-Hill.

- Story of a boy who quit school because he was unable to relate his school work to outside life.

Problem of Pupil Adjustment, Part II: "The Stay-In": 19 min., B/W, \$95; McGraw-Hill.

- An actual school program where individual needs are met, not only in actual subject matter but in academic classes as well. Under this program, "drop-outs" are less than 5 percent of the total student population.

Child Psychology

Child Care and Development: 17 min., B/W, \$80; McGraw-Hill.

- Correct attitudes and procedures for establishing good habits of everyday living.

Children's Emotions: 22 min., B/W, \$100; McGraw-Hill.

- The major childhood emotions: curiosity, fear, anger, jealousy and joy. The major causes of fear at different age levels.

He Acts His Age: 13 min., B/W—\$65; color—\$120; McGraw-Hill.

- The child's development from one to fifteen years. A photographic record of children responding to typical situations in a manner characteristic of their particular stage of development.

Helping Your Child to Emotional Security: series of three films, B/W; sale—apply Seminar Films.

- Three one-reel pictures present fifteen separate episodes, each showing, first, a typical everyday occurrence as it is all too often mishandled in the home; then reenacting the same incident as it might be handled with good will, good humor, and good sense.

Heredity and Pre-Natal Development: 21 min., B/W, \$100; McGraw-Hill.

- Growth, subdivision and union of male and female cells. Role of Chromosomes and genes. Fertilization of the ovum by the sperm cell at conception and development of the fetus.

Life with Baby: 18 min., B/W, \$80; McGraw-Hill.

- Candid-camera sequences, photographed through a one-way vision dome, show how children grow and how younger babies respond to standard tests. Under the direction of Dr. Arnold Gesell, the Yale University Child Development Clinic has established definite standards of development for children up to six years. A March of Time film.

Life with Junior: 18 min., B/W, \$80; McGraw-Hill.

- A typical day in the life of a ten-year-old. Such common problems such as acceptance of the new brother and Junior's refusal to eat are pictured in sequences made in cooperation with the Child Study Association of America. A March of Time film.

Principles of Development: 17 min., B/W, \$85; McGraw-Hill.

- Fundamentals of growth and change from early infancy. Six basic principles of development—the variables that makes each child different.

Social Development: 16 min., B/W, \$80; McGraw-Hill.

- Social behavior at different age levels and reasons underlying changes in behavior patterns as the child develops.

Terrible Twos and Trusting Threes: 20 min., B/W—\$90; color—\$160; McGraw-Hill.

- The two-year-old's never-ceasing activity, insatiable curiosity, response to distraction rather than reasoning, etc. The three-year-old's purposeful activity, consciousness of social approval, interest in practicing newly-acquired skills.

To Meet a Problem

Time for Television: 2 reels, B/W, \$85; Seminar Films.

- Presents the gradual, self-inflicted isolation a young boy incurs because of his overriding fascination with television. Also shows how he finally realizes how much he has been losing and begins to work out his own way of letting television take its place as a natural part of his daily life.

Problems of Modern Living

NEW AND HIGHLY USEFUL FILMS FOR YOUR GUIDANCE PROGRAMS

Character Development

Angry Boy: 33 min., B/W, \$105; Int'l Film Bureau.

- Presents the story of a boy who, having been caught stealing in school, is sent to a child guidance clinic, instead of being treated as a criminal, for what his understanding teachers regard as an emotional problem.

Belonging to the Group: 16 min., B/W—\$70; color—\$140; EBF.

- Examines the meaning of the idea of respect and explains the essential relation to living in a democracy. Illustrates the origin and development of some of the barriers to respect, suggesting ways and means by which such barriers can be avoided.

Discussion Problems: The Bully: 1 reel, B/W, \$45; YAF.

- The dramatization of a situation revolving around the too-aggressive boy, designed to provoke discussion on this everyday group problem.

Discussion Problems: Cheating: 1 reel, B/W, \$45; YAF.

- Portrayal of a situation in which cheating occurs in the classroom, designed to stimulate discussion of the causes and effects of cheating as a form of dishonesty.

Discussion Problems: The Procrastinator: 1 reel, B/W, \$45; YAF.

- The re-enactment of a situation in which procrastination, on the part of one of the student leaders, almost ruins plans for a class party.

Don't Be Afraid: 12 min., B/W—\$50; color—\$100; EBF.

- Designed to aid youngsters in obtaining a basic understanding of fear, this film points out that certain fears are normal, that many will be outgrown, and that others can be overcome.

Don't Get Angry: 12 min., B/W—\$50; color—\$100; EBF.

- Explains anger as a natural emotion which cannot be entirely avoided but which can be successfully managed in a mature way.

Farewell to Childhood: 23 min., B/W, \$85; Int'l Film Bureau.

- A film about adolescence, the story is that of a teenager, who wants independence and the privileges of adulthood, while at the same time fearing them. Outlines responsibilities of parents towards children of this age.

Fears of Children: 29 min., B/W, \$115; Int'l Film Bureau.

- A film about children from 4 to 6, their fears, and what parents must do to ease this phase of a child's life.

The Meaning of Conscience: 11 min., B/W, sale; Coronet.

- Without defining conscience, this film illustrates how it works, looking upon conscience as a "sensitivity to right or wrong or to good or bad."

Marital Relations

Marriage Is a Partnership: 15 min., B/W; Coronet.

- Covers the ground of what goes into a successful marriage.

The Meaning of Engagement: 13 min., B/W, sale; Coronet.

- Describes two people who pay little attention to the advice of their friends but who gradually come to learn the meaning of engagement.

Torn Between These Two: Concordia Films.

- Portrays the conflict between a mother and her son's sweetheart, developing because of the mother's basic selfishness.

Social Problems

Alcoholism: 21 min., B/W, \$85; EBF.

- Presents in detail some causes and suggestive treatment of excessive drinking, tracing the development of the disorder in the case history of an individual. Shows how the roots of alcoholism are imbedded in personality difficulties, and describes various forms of treatment.

Alcohol Is Dynamite: 10 min., B/W, \$50; Sid Davis.

- Intended for young people, this film presents case histories of several boys and girls who were victimized by drink at an early age, showing the effect alcohol had upon them.

Drug Addiction: 21 min., B/W, \$95; EBF.

- All phases of drug addiction are depicted, especially as it affects high school youth. Explains the derivation of heroin, marijuana, and cocaine, and employs animated drawings to describe their physiological effects.

No Smoking: 10 min., B/W, \$50; Sid Davis.

- Intended for non-smokers, especially young people, to show them the harmful consequences thought to result from smoking.

Miracle of Money: 30 min., B/W, free-loan; American Cancer Society.

- Produced by MGM for the ACS, this film exposes the cancer-cure racket. It is intended to prevent this quackery from getting a foothold in any community.

Religious Living

Against the Tide: 27 min., color, free-loan; Moody Bible Institute.

- Covers field work of Moody Bible training, showing students moving into all sections of a large city in an attempt to lead people to God.

As We Forgive: 50 min., B/W; Family Films.

- Story of two boys in trouble and what a preacher and a big-hearted policeman do to help them.

The Bill Bentley Story: 20 min., color, free-loan; Moody Bible Institute.

- Shows the work of a woman missionary among a backward Indian tribe in southern Mexico.

The Major Religions: 22 min., color, \$170; EBF.

- An objective survey of the important aspects of the major religions of the world today, explaining their origins, their basic philosophies, and their symbols.

They Follow On: 30 min., color, free-loan; Moody Bible Institute.

- Story of a student at the Moody Bible Institute who goes through his training, struggles with the problem of what he is to do with his life, and finally makes a decision.

Tolerance Films

Boundary Lines: 10 min., color, \$100; McGraw-Hill.

- Planned and executed by Philip Stapp, this film traces the symbolism of lines that men have used to express their ideas of trees, mountains, and men—and the imaginary lines of fear, possession, greed, color. The dangers of these boundary lines are shown together with the friendly line, the circle, as a symbol binding us together.

Picture in Your Mind: 16 min., color, \$150; McGraw-Hill.

- Suggested by the United Nations Film Board as a follow-up for *Boundary Lines*, this film, also the work of Philip Stapp, makes use of the same animation technique. In developing its theme of intergroup relations, it points out the origins of prejudice, the necessity of examining the picture in our mind of our fellow man to determine whether it is a true one or a distortion of propaganda and fear, and the importance of varieties of patterns in enriching our lives.

The Christmas Spirit

Christmas in Sweden: 14 min., B/W—\$50; color—\$160; Films of the Nations Distributors.

- Presents the highlights of the long Christmas season in Sweden.

Health, Hygiene and Safety Films

FILMS TO HELP US KEEP SAFE AND IMPROVE OUR HEALTH

Artificial Respiration: 6 min., B/W; continuous film loop, cartridge-packed—\$47.50; standard 16mm—\$37.50; Seminar Films.

- Describes the new, more effective resuscitation process. Experts perform and commentary directs attention to each detail. Back pressure arm life method is used.

Safety Films

Borrowed Power: 17 min., B/W—\$50; color—\$150; American Automobile Association.

- Emphasizes that the power of an automobile is "borrowed power" and that it must be used wisely. Story is centered around reckless teen-ager who learns his lesson of safety.

Safety on the Playground: 14 min., B/W—\$60; color—\$120; EBF.

- Centering around the activities of an active youngster, this film illustrates good habits of playground safety.

Safety on the Way to School: 1 reel, B/W—\$50; color—\$100; Coronet.

- This film can become the basis for a class safety lesson and other activities centering around ways of going to and from school safely.

Safety on the Street: 11 min., B/W—\$50; color—\$100; EBF.

- Designed to encourage important habits of safety on the street, this film employs the activities of a school patrol to illustrate street safety precautions.

Street Safety Is Your Problem: 1 reel, B/W, \$45; YAF.

- Designed to promote better safety habits on the part of boys and girls who play on or near the street and those who walk along the streets and highways.

Why Take Chances? 10 min., B/W, \$50; Sid Davis.

- Points out that the real Number One child killer in the U.S. is the simple accident; tries to educate the child to the dangers he faces in everyday life situations, principally through carelessness.

Red Cross Films

(not necessarily new—but highly useful for your program needs)

Beyond the Line of Duty: 10 min., B/W, free-loan; UWF.

- Designed for showings to student nurses and nursing groups, this film outlines the many opportunities for nurses to give "plus service" to their communities.

Disaster Strikes: 17 min., B/W, free-loan; UWF.

- The Red Cross in action in peace time.

It Can Be You: 17 min., B/W, free-loan; UWF.

- See why more Red Cross volunteers are needed. Watch Red Cross volunteers on the job in disaster areas, children's clinics, etc.

A Life in Your Hands: 20 min., B/W, free-loan; UWF.

- Another film on the Red Cross National blood program.

Red Cross Report—1952: 13 min., B/W, free-loan; UWF.

- With music and commentary, this is a presentation of humanity in action—the story of unselfish volunteers doing what is needed, where it is needed most.

There Is No Substitute: 22 min., B/W, free-loan; UWF.

- The thrilling story of how blood and blood plasma save lives on the battlefield and in civilian hospitals.

Volunteer 5420: 20 min., B/W, free-loan; UWF.

- A film on blood donations. It urges: do as others may have to do for you; make a date with the Red Cross to save a life.

Your Red Cross: 13 min., B/W, free-loan; UWF.

- This tells of the fine sympathetic work done for servicemen and women by Red Cross field directors in training camps and on fighting fronts.

Film Notes at Presstime

Lone Star Roundup: 15 min., B/W, \$80; McGraw-Hill.

- Studies the make-up of a modern 29,000 acre ranch in Texas; the workers (cowboys), the roads, lakes, equipment, and activities are all pictured.

The Meaning of Thanksgiving: 16mm sound, B/W; Young America Films.

- Story of what one family did to deepen its understanding of Thanksgiving.

Coronet Films announces the following new fall releases at presstime:

Japan: The Land and the People (1 reel)

Television: How It Works (1 reel)

Personal Hygiene for Boys (1 reel)

Personal Health for Girls (1 reel)

Mary Had a Little Lamb (1 reel)

The English Language: Story of Its Development (1 reel)

Your Source List for These Materials

Almanac Films, Inc., 516 Fifth Ave., New York 36, N. Y.

American Automobile Association, Traffic Engineering & Safety Dept., Pennsylvania Ave. at 17th St., Washington 6, D. C.

American Cancer Society, 47 Beaver St., New York 4, New York.

Arthur Barr Productions, 6211 Arroyo Glen, Los Angeles 42, California.

Association Films, 35 W. 45th St., NY; also Chicago, Dallas & San Francisco.

British Information Services, 30 Rockefeller Plaza, New York 20, New York.

University of California, University Extension, Educational Film Sales Dept., Los Angeles 24, Calif.

Colonial Williamsburg, Williamsburg, Virginia.

Concordia Films, 3558 S. Jefferson St., St. Louis 18, Mo.

Cornell Film Co., 1501 Broadway, New York 18, N. Y.

Coronet Films, 65 E. South Water St., Chicago 1, Ill.

Sid Davis Productions, 3826 Cochran Ave., Los Angeles 56, Calif.

EBF: Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.

Other preview libraries at New York, Hollywood, Atlanta, Birmingham, Mich., Willoughby, Ohio, Boston, Dallas and Portland, Ore.

Family Films, Inc., 1584 Crossroads of the World, Hollywood 28, Calif.

Films of the Nations Distributors, 62 W. 45th St., New York 19, N. Y.

Filmfax Productions, 10 East 43rd St., New York 17, N. Y.

The Jam Handy Organization, Inc., 2821 East Grand Blvd., Detroit 11, Michigan.

Paul Hoefer Productions, 7934 Santa Monica Blvd., Los Angeles 46, Calif.

Johnson-Hunt Productions, 6509 De Longpre Ave., Hollywood 28, Calif.

International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.

McGraw-Hill Book Co., Inc., Text-Film Department, 330 W. 42nd St., New York 36, N. Y.

Modern Talking Picture Service, 45 Rockefeller Plaza, N.Y.; 26 other regional libraries.

Moody Bible Institute, Film Department, 820 N. LaSalle St., Chicago 10, Ill.

The New York Times, Times Square, New York 18, N. Y.

Seminar Films, 347 Madison Ave., New York, New York.

Silver Burdett Co., Audio-Visual Division, 45 East 17th St., New York 3, N. Y.

SVE: Society for Visual Education, Inc., 1345 W. Diversey Parkway, Chicago 14, Illinois.

United World Films, 1445 Park Ave., N.Y. 29; also Chicago, San Francisco and other cities.

YAF: Young America Films, Inc., 18 East 41st St., New York 17, N. Y.

New Recordings for the Classroom

SELECTED RECORDS FOR MANY GRADE LEVELS AND SPECIAL PROGRAMS

Events in American History

Dramatized on Enrichment Records

♦ Colorful events in American history are dramatized for classroom use on two new records released recently by Enrichment Materials, Inc. Long-playing and unbreakable, these 33 $\frac{1}{3}$ rpm Enrichment Records are adapted from the popular series of Landmark Books.

Building the First Transcontinental Railroad and *The Wright Brothers—Pioneers of American Aviation* are titles on one of the records (LLP 104); titles on the other (LLP 103) are *Paul Revere and the Minute Men* and *Our Independence and the Constitution*.

Dramatizes Factual Events

The railroad story is a portrayal of the color and excitement that were a part of the construction of the first transcontinental line. The men who spearheaded the project—Collis P. Huntington, Mark Hopkins, Charles P. Crocker and Leland Stanford—are introduced. The strenuous days of construction, the work songs, the battle waged between Chinese and Irish laborers as they drew within sight of each other—all are presented.

In recording a dramatization of man's attempts to fly the hopes and disappointments of the Wright Brothers are followed as they test the exciting idea of adding a motor to a glider. Sounds of early motors are recorded as the two men strive to get their flying machine off the ground. The record includes a salute to the Wright brothers and aviation by Captain Eddie Rickenbacker.

In the recording on LLP 103, Paul Revere's famous ride is shown to have had its beginnings in the patriot's boyhood. Paul's French father teaches him the meaning of freedom; Paul, as a boy, climbs the tower of the Old South Church; as he matures, he participates in the activities of men who are becoming dissatisfied with British policies; when his big moment arrives, Paul Revere is ready to make history.

On the reverse side of the Revere record is a dramatization of the historic meetings which resulted in

America's Declaration of Independence and Constitution. Tom Paine, Alexander Hamilton, Thomas Jefferson, Benjamin Franklin, and George Washington—all are represented as their voices are once again raised in the passionate fight for a young country's freedom.

Here Are Other Titles

Other titles in the Enrichment Record series are: *Voyages of Christopher Columbus*; *Landing of the Pilgrims*; *California Gold Rush*; and *Riding the Pony Express*. Additional titles are in preparation.

The Enrichment recordings are prepared with the assistance of the following board of educational authorities: Gertrude Broderick, Radio Education Specialist, Federal Security Agency, Office of Education; C. V. Buttelman, Executive Secretary, Music Educators National Conference; Helen McCracken Carpenter, Chairman, Curriculum Committee, National Council for the Social Studies; Edward Gordon, Head English Department, Germantown Friends School, Philadelphia, Pa.; Hannah M. Lindahl, Supervisor of Elementary Education, Mishawaka (Indiana) Public Schools; Dilla MacBean, Director, Division of Libraries, Chicago Public Schools; Leo McCormick, President, Elementary Dept. of the Nat'l Catholic Ass'n; Mark Neville, Headmaster, Boys Chicago Latin School; and Margaret Scoggin, Instructor, Library School, St. John's University, Brooklyn, N. Y.

Detailed information on Enrichment Records may be obtained from Enrichment Materials, Inc., 246 Fifth Ave., New York 1.

American Book Co. Offers

Three Albums of Recorded Poetry

♦ Three albums of recorded poetry are now available from the American Book Company. Consisting of three ten-inch records, each album includes poems about people as well as the humorous and philosophical variety; each album features some selections with musical effects and some without; all three packages include a brief

description of the poems and artists presented on the records.

Poems recorded in Album WL 1 are "Daniel Boone," "O Captain! My Captain!" "Do You Fear the Wind?" "Paul Revere's Ride," "Nancy Hanks," "Between Two Loves," and "Blue Tail Fly."

Album WL 2 contains "The Highwayman," "Edward, Edward," "Sea Fever," "If," "Barbara Frietchie," and "Go Down, Moses."

In Album WL 3 are: "Mandalay," "Columbus," "Dunkirk," "The Twins," "May Colvin," "Leetle Giorgio Washeenton," "Oh, When I Was in Love with You," and "The Devil and the Farmer's Wife."

* * *

Interview Recordings Now Available

♦ "Why Did He Do It?" is the title of a new series of special interview recordings which deal with people "who are in trouble with themselves." Subtitles are *Burglar*, *Arsonist*, *Juvenile Delinquent*, *Embezzler*, *Prostitute*, and *Drug Addict*. The records may be obtained from Communication Materials Center, Columbia University Press, 413 West 117th Street, New York 27.

* * *

Educational Services Distributes

I. A. Richards' Language Records

♦ Educational Services, 1702 K Street, N.W., Washington 6, D. C., is offering the second series of its "Anglophone" English language teaching records. Produced by I. A. Richards and his associates at Harvard, the unbreakable 78 rpm records parallel the Pocket Book text "English Through Pictures."

Series One covers the first half and Series Two the second half of the text.

Also offered by the Washington company are language recordings on tape in French and Spanish as well as its "Voices of Freedom" tape recording. The latter is available at either 3.75 or 7.5 inches per second.

* * *

EB Films Adds to Recordings

♦ New additions to Encyclopaedia Britannica Films' growing list of classroom recordings are noted in a source list available on request from Wilmette, Illinois' headquarters. Two of the most useful albums contain the Martha Blair Fox recordings for young listeners, including many of the familiar stories of childhood days.

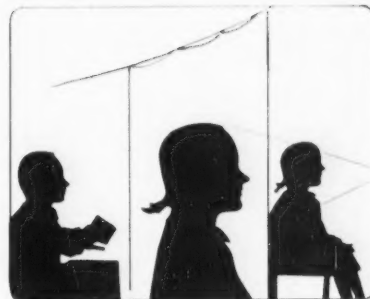
Cutting the Silhouette

An Adventure in Art for Young Learners

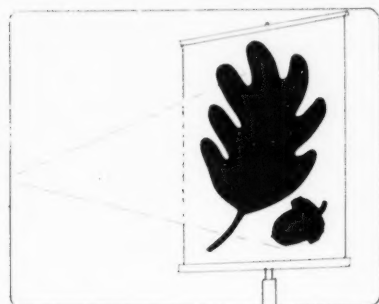
Artist Everett Davis illustrates this simple and highly useful project . . .



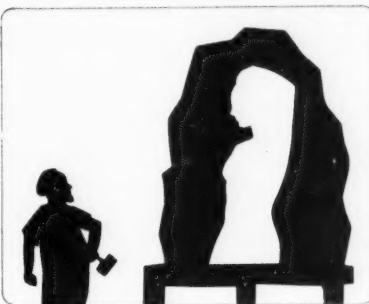
Art based on outline and shadows was one of our earliest forms . . .



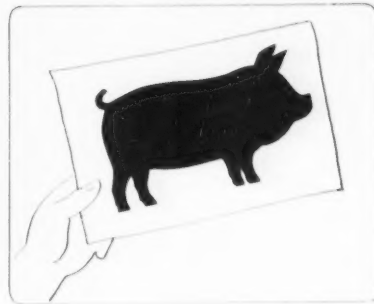
Here's one way to eliminate confusing detail as we learn to cut silhouettes.



Opaque projection shows us nature's basic shapes in leaves, trees, etc.



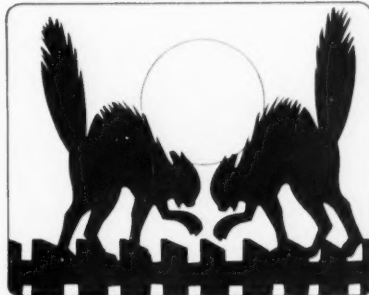
Silhouette cutting is really paper sculpturing—like hewing rough stone.



The right size of paper helps us to form the proper shape of the object.



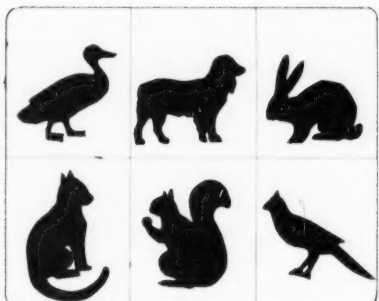
Here's a good seasonal idea which you can try for your silhouettes . . .



There's lots of action in another silhouette idea for the season . . .



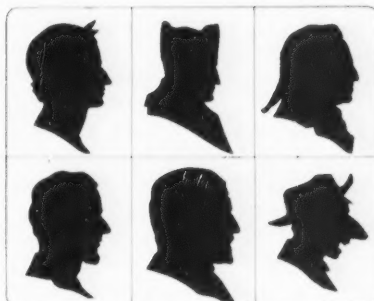
We might make a simple filmstrip out of our silhouette artwork . . .



You can even have a "quiz" show based on ideas like this one . . .



Young farmers ought to know what these basic shapes represent . . .



How many of these famous profiles do you recognize in this scene?



The printer's apprentice of the 18th Century learned his trade the hard way—here he is helping the journeyman run off copies of a bookplate for Patrick Henry.



But the apprentice also learned that occasional free meals are one of the compensations of being a newspaper man ... this scene was filmed in the Governor's Palace.

Life and Times in 18th Century America

COLONIAL WILLIAMSBURG BEGINS NEW HISTORICAL FILM SERIES WITH "THE COLONIAL PRINTER"

A RELATIVELY new subject area for films, the life and times of 18th century America, will be introduced to the 16 mm. field in November with *THE COLONIAL PRINTER*, first of a special historical series produced by Colonial Williamsburg.

Filmed in the restored 18th century city of Williamsburg, the series will cover the history, culture, social life, crafts and customs of colonial Americans. The series has been undertaken as an educational project by the Audio-Visual Department of Colonial Williamsburg, the organization restoring the city, and will be distributed nationally for group bookings and television screenings. A permanent film crew is headquartered in Williamsburg to produce, process and distribute the series.

Turns Back the Pages to Colonial Days

The initial film, *The Colonial Printer*, tells the story of 18th century American printing when a few dozen shops scattered through the 13 colonies, produced newspapers, served as public printer, filled private printing orders, and sold stationery supplies and household goods on the side. In 22 minutes of running time the film describes news coverage, printing methods, personnel, struggles for press freedom and the economics of publishing 200 years ago.

The film focuses on one newspaper, "The Virginia Gazette," and dramatizes its story by following a printer's apprentice through a day's work. With authentic reproductions of colonial printing equipment for props and a restored colonial printing office for a set, the film demonstrates the slow, laborious printing methods of the 18th century. It details the mixing of ink, handsetting of type, preparation of paper and the eleven different hand opera-

tions necessary to make just one impression on the press.

The film was cast mainly with non-professionals recruited from residents of Williamsburg and members of the Colonial Williamsburg organization. Leading roles are played by a high school boy, a college professor, a drama student and a skilled printer who enacts his 18th century prototype, the journeyman. Extras includes a group of soldiers from a nearby army camp who play the parts of British marines.

Script for the film was written by Howard Turner and based on a Colonial Williamsburg research project into 18th century printing. Director of the film was Ross Patton and head of production was Arthur L. Smith, director of the Colonial Williamsburg Audio-Visual Department.

The new film series is not Colonial Williamsburg's first venture into historical film making. In 1943, in cooperation with Eastman Kodak, it produced *Eighteenth Century Life in Williamsburg, Virginia*, a documentary on the life and times of George Washington's day. Colonial Williamsburg's second film, *Williamsburg Restored*, was made in 1951 with the Julien Bryan International Film Foundation as producer. It was not until 1951, however, that Colonial Williamsburg authorized a regular motion picture program with its own production unit and a schedule of two to three releases a year.

"Decision at Williamsburg" Is Next Title

The Colonial Printer will be followed in the new 18th century film series by *Decision at Williamsburg*, a description of events before and during the American Revolution. The Colonial Williamsburg film unit is also working on *Eighteenth Century Flower Arrangements*, the story of colonial flower designs and making plans for a special children's film.

Among the Educational Producers

NEWS ABOUT FILM REFERENCES, SOURCES AND PEOPLE

Almanac Publishes New Film Catalog

♦ Almanac Films is now distributing its new supplementary catalogs of educational films, listing 20 additional subjects for 1952-53. Copies may be obtained without charge by writing the company at 516 Fifth Ave., New York City.

* * *

Young America Films Distributes Film Catalogs, Correlation Study

♦ Catalogs which describe motion pictures and filmstrips produced and distributed by Young America Films, Inc., were released recently by the New York company. More than 130 educational pictures are listed in the film catalog and 330 new filmstrips are described in a separate 20-page booklet.

Also recently published by YAF is a revision of its correlation study for elementary science, showing the page-by-page correlations between the 30 YAF elementary science films and the seven leading series of elementary textbooks for grades one through eight.

Copies of all three publications may be obtained without charge by writing to the company at 13 East 41st St., New York 17.

* * *

Booklet on A-V Christmas Materials Distributed by SVE

♦ A new 16-page booklet devoted to holiday filmstrips and 2 x 2 slides from the SVE library is now available according to an announcement by the Society for Visual Education, Inc., Chicago.

The booklet describes and illustrates materials for use in church and school programs for the Christmas season and Thanksgiving. Among these items are many new materials being offered for the first time, including *The Baby King*, *The Baby in the Temple*, *Thanksgiving with Jesus*, *Unto You Is Born a Saviour*, and *Rudolph—the Red-Nosed Reindeer*.

Booklets are available free of charge from any SVE dealer or by writing direct to the Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago 14.

Film News Review Offered Teachers

♦ Now available on 16mm film is the "Weekly News Review," a 15-minute edited summary of the international news highlights of the week. Distributor, on a rental basis, is Telenews Productions, Inc., producer of television news films. Details may be obtained from Richard Milbauer, Telenews Productions, Inc., 630 Ninth Ave., New York 36.

* * *

EBF Implements Mississippi Film With "Personal Experience" Project

♦ A new way to assist teachers in using the educational motion picture has been arranged by Encyclopaedia Britannica Films Inc. in connection with its prize-winning release, *People Along the Mississippi*.

The film deals with the voyage of a little boat, constructed by a young French-Canadian lad at the headwaters of the mighty stream, from Lake Itasca to the Gulf of Mexico. Its voyaging is told by people who write letters back to the boy as they help the boat on its way.

Now EB Films has arranged for teachers to expand the work of the film by having their students write to the boy who played the part of Robert Bigras, builder and launcher of the frail craft. His address simply is Robert Bigras, Lake Itasca, Minn.

The boy, whose real name is David Traun, will receive the letters through his school, and they will be answered. It is thought that this will give the teacher an opportunity to add clarifying detail and personal relationships to work units centered around the film.

* * *

SVE Distributes Life Filmstrips

♦ The Society of Visual Education, Inc., is now distributing filmstrips produced by Life Magazine. The company's current catalog lists two pages of Life filmstrips which include such titles as *The Middle Ages*, *The American Revolution*, and *The Atom*. Literature is available from the company at 1345 W. Diversey Parkway, Chicago 14.



ROBERT J. LONGINI becomes production manager for Encyclopaedia Britannica Films.

EB Films Names Bob Longini as Studio Production Head

♦ The appointment of Robert J. Longini as production manager of Encyclopaedia Britannica Films has been announced by Walter Colmes, president.

Mr. Longini served during the war in motion picture work under Anatol Litvak and John Huston and has been active in film production and direction for 15 years. He is a native of Wilmette and a graduate of the University of Chicago.

* * *

FCA Publishes Cecile Starr's Community Film Booklet

♦ A new edition of Cecile Starr's booklet, "How to Obtain and Screen Films for Community Use" has been released by the Film Council of America. It contains helpful aids for community program planners interested in the use of films. Included in the booklet are film information sources, sources of films for rental or loan, film agencies, a listing of major producers, tips on how to plan community screenings, and descriptive lists of film periodicals, sources of information about film and film-strip producers, distributors and libraries.

Miss Starr is 16mm editor for *The Saturday Review of Literature*; and she edited recently "Ideas on Film," a book of selected reviews and articles taken from the *SRL*. The 20-page booklet has been priced at 25c, and is available from the Public Relations Division, Film Council of America, 600 Davis Street, Evanston, Ill.

A NATIONAL DIRECTORY OF VISUAL EDUCATION DEALERS

EASTERN STATES

• DISTRICT OF COLUMBIA •

Brenner Photo Co., 933 Penn Ave. N.W. The complete Photo Dept. Store.

Jam Handy Organization, Inc., 1730 H. Street, Washington 6.

• NEW HAMPSHIRE •

A. H. Rice Co., Inc., 78 West Central Street, Manchester.

• NEW JERSEY •

Slidecraft Co., South Orange, N. J.

• NEW YORK •

Association Films, Inc., 35 West 45th St., New York 19.

Council Films, Inc., 50 N. Main St., Homer, N. Y.

Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.

Visual Sciences, 599SH Suffern.

• PENNSYLVANIA •

Jam Handy Organization, Inc., 930 Penn Ave., Pittsburgh 22

Karel Sound Film Library, 214 Third Ave., Pittsburgh 22.

SOUTHERN STATES

• FLORIDA •

Norman Laboratories & Studio, Arlington Suburb, Jacksonville 7.

• LOUISIANA •

Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.

• MISSISSIPPI •

Jasper Ewing & Sons, 227 S. State St., Jackson 2.

• TENNESSEE •

Southern Visual Films, 686-689 Shrine Bldg., Memphis.

MIDWESTERN STATES

• ILLINOIS •

American Film Registry, 24 E. Eighth Street, Chicago 5.

Association Films, Inc., 206 S. Michigan Ave., Chicago 3.

Jam Handy Organization, Inc., 230 N. Michigan Ave., Chicago 1.

Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

• IOWA •

Ryan Visual Aids Service, 517 Main St., Davenport.

• MISSOURI •

Swank Motion Pictures, 614 N. Skinker Blvd., St. Louis 5, Mo.

• MICHIGAN •

Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.

• OHIO •

Academy Film Service, Inc., 2300 Payne Ave., Cleveland 14.

Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.

Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

• CALIFORNIA •

Coast Visual Education Co., 5620 Hollywood Blvd., Hollywood 28.

Jam Handy Organization, Inc., 7046 Hollywood Blvd., Los Angeles 28.

Association Films, Inc., 351 Turk St., San Francisco 2.

• OREGON •

Moore's Motion Picture Service, 306 S.W. 9th Avenue, Portland 5.

• TEXAS •

Association Films, Inc., 1915 Live Oak St., Dallas 1.

Audio Video, Incorporated, 4000 Ross Avenue, Dallas 4, Texas.

George H. Mitchell Co., 712 N. Haskell, Dallas 1.

• UTAH •

Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

CANADA

Audio-Visual Supply Company, Toronto General Trusts Building, Winnipeg, Man.

EFLA's "Index to Evaluations" Now Available for General Distribution

♦ Of interest to film librarians and audio-visual directors, two publications were issued recently by the Educational Film Library Association. Both were originally intended for EFLA members, as part of the regular membership service, but they are now available to any interested individual.

"Index to EFLA Evaluations" was designed as a service supplement for members of the association. It lists, alphabetically by title, the nearly two thousand films which have been evaluated by EFLA's evaluation committees and for which 3 x 5 evaluation cards are available. Since more and more film libraries are using 3 x 5 cards for catalog files, the EFLA evaluations have a double use, in providing catalog information and in giving a brief, unbiased appraisal of the film's value and uses.

"Film Library Administration—How We Do It" was prepared by members of EFLA as a handbook of practical pointers on film library techniques. Each issue takes up one topic and presents reports on how that problem is handled in three or four different libraries—usually one report from a university library, one from a public school system, and one from a public library.

The six issues have now been bound together and the handbook may be purchased for \$1.00 from the EFLA office. Twenty per cent discount is offered on orders for five or more copies. Address of EFLA is Suite 1000, 1600 Broadway, New York 19.

Two EB Film Subjects Honored at Venice, Edinburgh Festivals

♦ *Life Along the Waterways* was judged "best educational film for children" at the recent Venice International Film Festival. The film is a color study of animal and plant life along a small Connecticut stream and was produced by Encyclopaedia Britannica Films, Inc.

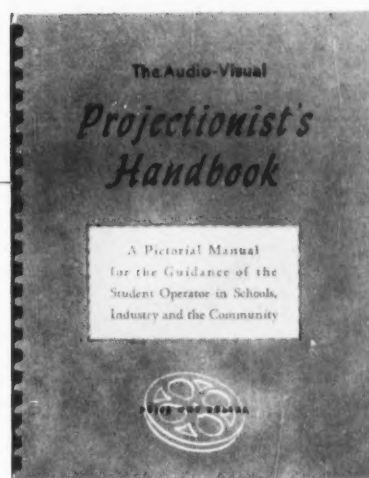
At the Edinburgh festival held last month, the Waterway film was accorded similar honors along with another EB film, *People Along the Mississippi*.

All told, EB Films' productions have won 46 national and international awards for technical excellence, content, or portrayal of American ideals.

***If You Own a Projector—You Need
This Invaluable Guide to Its Use!***

The Audio-Visual Projectionist's Handbook

*Edited by Amo deBernardis
Portland (Ore.) Public Schools*



Schools and colleges throughout the country have enthusiastically approved the first editions of The Audio-Visual Projectionist's Handbook. It's the most complete and understandable guide book now available anywhere to better utilization of all types of audio and visual aids. Now arranged in section form and larger than before with additional features, new colors, new threading diagrams.

Use this pictorial Handbook for teacher training classes, to instruct student operators, and as a general reference on many daily problems in audio-visual programming and projection. Single copy One Dollar; sent postpaid if payment accompanies order.

Note These Colorful Graphic Feature Sections

◆ Here Are Some of the Colorful, Graphic Features Including helpful suggestions on room layout for good projection, acoustics, ventilation, darkening, etc.; formula for screen placement; diagrams on principles of sound motion picture projection; sound slidefilm projection; a chart on film care and maintenance;

an operator's trouble checklist; safety precautions; use of opaque materials; use of recording equipment in education; flat picture ideas; *plus* original and exclusive threading diagrams on all standard 16mm sound motion picture projectors!

STEP BY STEP LESSONS

The Projectionist's Job
Before the Showing
Starting the Picture
During the Showing
Ending the Picture
After the Showing
Projector Care & Lubrication
(all in two-color graphic pages)

AUDIO-VISUAL PROJECTIONIST'S HANDBOOK

7064 Sheridan Road — Chicago 26, Illinois

Please send _____ copies of the Handbook at \$1 each for which payment is enclosed/or bill me (sent postpaid if payment accompanies this order).

Name: _____

School: _____

Address: _____

City: _____ State: _____ Zone: _____

NOW you can add sound to any 16mm movie!

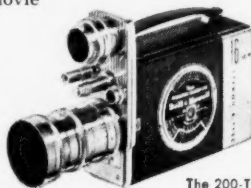
*Another Bell & Howell engineering first...
magnetic sound on double-perforated film
...makes sound movies cost even less!*



If you have been considering the purchase of the famous Filmosound 202 ... remember, you can now buy it adapted to use double-perforated film. If you already own a Filmosound 202, have it adapted for double-perforated film for just \$20.00 ... through your authorized Bell & Howell dealer.

IMPORTANT: With this new development in sound movie making, *any* 16mm movie camera now takes *sound* film. This includes magazine-loading film used in such cameras as the exciting, new Bell & Howell 200 ... or roll film used in the famous 70-DL and other spool-loading 16mm cameras.

Ask your authorized Bell & Howell dealer about making your own sound movies on any 16mm movie film. Or get complete information by mailing this coupon today!



The 200-T

Bell & Howell makes it fun to make movies!

Here is a pace-setting new development in low-cost sound movies! Now ... you can record and play back magnetic sound on *double-perforated* 16mm film ... with the new Bell & Howell Filmosound 202 recording projector!

No longer are you limited to single-perforated film for sound movies. **SOUNDSTRIPE**, the magnetic oxide sound track available through Bell & Howell laboratories, can now be applied to *any* 16mm movie film.

Therefore, if you already have 16mm silent movies which you would like to make into sound movies, all you need do is have this magnetic sound track added to the *original* films. No need to have them copied on single-perforated film, a tremendous savings in the cost of making your own sound movies.

Bell & Howell Company
7184 McCormick Road, Chicago 45, Ill.

Please send me, without cost or obligation, complete information on the making of low-cost sound movies. I am interested in their use for:

☐ Industry ☐ Church ☐ School ☐ General

Name

Address

Organization (if any)

City County State